



Easy Step by Step Guide to Telemarketing, Cold Calling and Appointment Making: How to Win More Business Through the Telephone (Easy Step by Step Guides)

Pauline Rowson

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Many businesses have recognized the potential of telemarketing yet many still lose millions of pounds worth of businesses every year by mishandling calls. This guide shows the reader in simple, easy-to-follow stages, how to harness the power of the telephone and use it to win more business. The book features information on: how to set up and plan telemarketing campaigns; how to get through to the right person; how to open the telephone conversation and structure a call; how to build a rapport and increase chances of success; how to reduce objections and handle those that are received; and how to close the call and secure an objective.

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