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TELEPHONE SALES FOR DUMMIES



John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Telephone Sales For Dummies, Dirk Zeller, Nearly 100 million Americans (one out of three) purchase goods and services over the phone each year. Telephone Sales For Dummies shows both new and seasoned sales reps, from realtors, insurance agents to telemarketers, how to create pre-call plans and effectively prospect via the phone. Packed with techniques, scripts, and dialogues, this hands-on, interactive guide assists readers with making cold calls, warm calls,...

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- Authored by Dirk Zeller
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