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Telemarketing, Cold Calling and Appointment Making: The Easy Step by Step Guide

Pauline Rowson

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Telemarketing, Cold Calling and Appointment Making: The Easy Step by Step Guide Pauline Rowson Telemarketing presents organisations with some great opportunities to win more business. If done professionally it can help to stimulate sales, generate leads and build rapport with customers. If done incorrectly it can lose business, alienate customers and destroy an organisation's reputation. In addition, you could also fall foul of the law. So it pays to get it right. This highly practical and popular guide shows: how to get through to the decision maker; how to promote the benefits of services and products over the telephone; how to plan and structure calls for maximum results; how to use your voice and personality on the telephone to build rapport; how to handle objections and secure the appointment or order and how to convert enquiries into sales.

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