



# How to Manage and Execute Telephone Selling

*Bernie Goldberg*

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# How to Manage and Execute Telephone Selling

*Bernie Goldberg*

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The first complete book how to build and manage your own telephone operation. Over 590 pages, 13 chapters; The Expanding World of Telephone Selling; Inbound Telemarketing; Outbound Telemarketing; Planning Telephone Selling; Recruiting and Compensation; Training and Feedback; The Unit Record; Call Scheduling; Measurement and Controls; Automation; Scripting; Integrating Field and Phone Sales; Sales Compensation; Evaluating and Selecting a Contact Management System . The perfect book for the experienced telephone manager as well as those just starting their first effort. This is the 2nd edition of the book.

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