



# Successful Telemarketing

*Kathy Sisk*

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# Successful Telemarketing

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## **Successful Telemarketing** Kathy Sisk

Presents the author's 12-step programme of confidence-building techniques for converting "average" telemarketing, sales and customer-service representatives into qualified professionals. It includes over 20 scripts which can be customized for a particular industry and covers key regulations.

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