



The Complete Guide to Telemarketing Management

Joel Linchitz

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"Getting the Most out of Every Phone You Own" is the first chapter of this book -- but it's more than just an optimistic beginning. The Complete Guide to Telemarketing Management describes how to make maximum productivity an attainable and realistic objective. This all-inclusive sourcebook covers every aspect of running a call center from start-up through day-to-day execution. The author explores all the vital issues a manager confronts, and shows you how to:

- Make the most of telemarketing's unique advantages and requirements.
- Target and develop "ideal" prospects.
- Script every stage of a call, develop a script, and answer objections.
- Fully utilize your human resources through effective hiring, training, compensation, and positive feedback.
- Design and maintain a profitable call center.
- Avoid ethical and legal problems connected with fundraising, calling hours, monitoring employees, and unsolicited calls.

Filled with dozens of sample scripts, forms, training formats, charts, and case studies, this complete telemarketing call center tool kit will help you mobilize your operations - and maximize your profits - in every way.

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