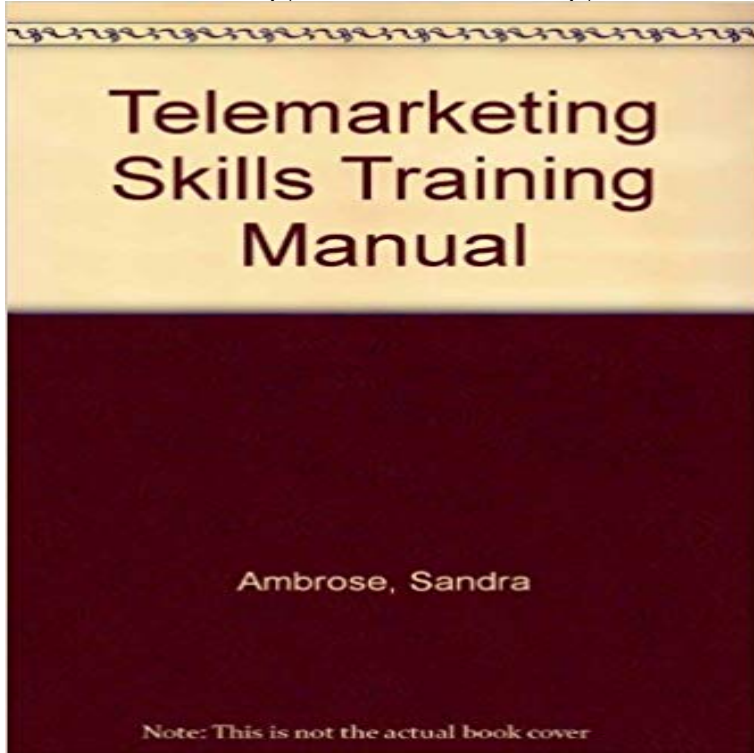


Telemarketing Skills Training Manual



Contains step-by-step techniques and tools needed to train and motivate telemarketers. Topics discussed include: step-by-step training instructions; planning calls to maximize response; product knowledge; how to make profits from inbound telemarketing; and how to set up a programme.

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