



Total Telemarketing

Robert J. McHatton

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An expert explains how to set up a profitable telemarketing operation. Begins with discussion of proper marketing goals, factors for success, facility requirements, monitoring, trouble signs, incentives, performance goals, and traps to avoid. Coverage continues with budgetary considerations, cost/sales ratios, amortization of expenses, and equipment and phone line services (including automatic call director, tie lines, WATS lines, 900 service, satellites, computerized call processors, etc.). Other topics covered include the telephone script, opening new accounts, training, prospecting, a unique approach to closing, the art of inbound telemarketing, success stories, and much more.

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