



About “Pick Up The Phone”

Telemarketing has come a long way since it began some 50 years ago. This book will show you the history of telemarketing, how business has changed over the years, the best way to recruit the top talent, telemarketing scams, why the art of Working From Home is dead and why some call centers fail when others succeed. Written by a professional who has 20 years of multi-national outbound telemarketing experience. Learn how to succeed as a telemarketer from his words.

Author: Chris Jackson

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