



# Successful Telephone Selling: How to make sales and hit targets using the telephone

*Richard Hession*

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# Successful Telephone Selling: How to make sales and hit targets using the telephone

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**Successful Telephone Selling: How to make sales and hit targets using the telephone** Richard Hession

This practical handbook prepares call centre workers and anyone who uses the telephone in selling and promotion. It explains the 15 principles of selling and provides help on how to deal with problems and difficult calls.

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