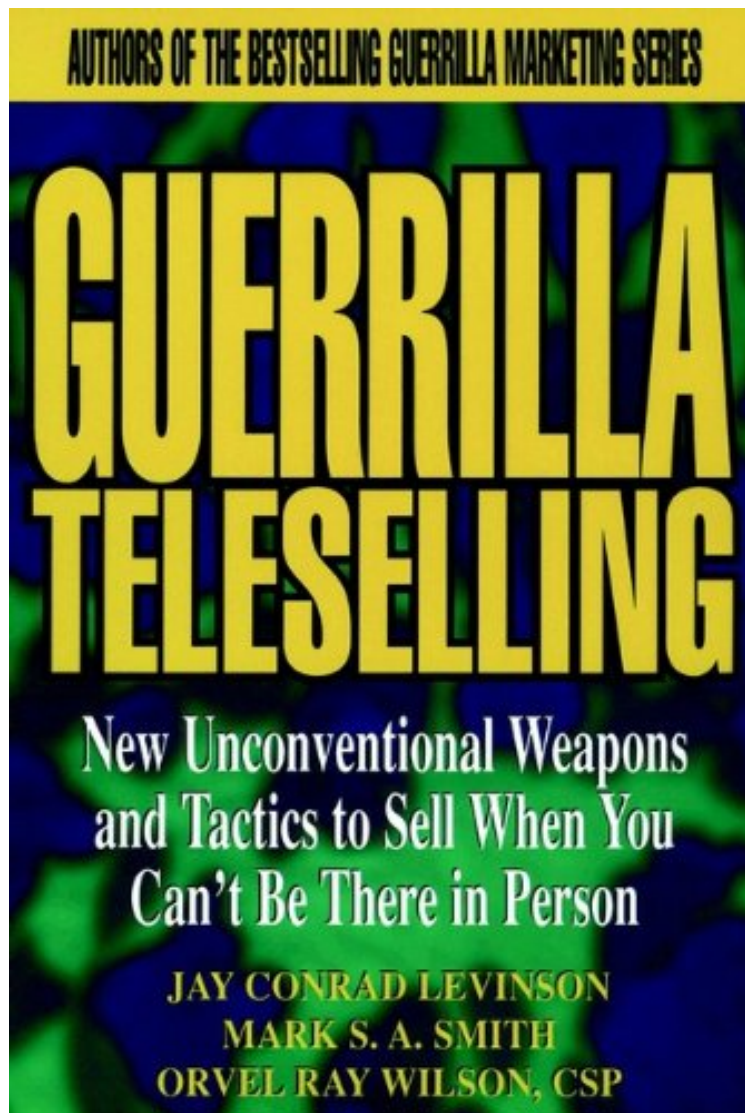


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Guerrilla TeleSelling: New Unconventional Weapons and Tactics to Sell When You Can't be There in Person

Conrad Levinson, Mark S. A. Smith, Orvel Ray Wilson

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From the Back Cover
The first book to apply guerrilla sales and marketing tactics to the unique, high-pressure environment of electronic communications, this groundbreaking resource is packed with valuable tips, expert advice, and insider secrets on finding, closing, and increasing sales by phone and fax as well as via e-mail and the Internet. "This book is absolutely loaded with insights and practical ideas you can use to increase your effectiveness in dealing with anyone in business on the telephone. These ideas should be read, taught, digested, and practiced every single day!" -Brian Tracy, author *The Psychology of Achievement*. "Guerrilla Teleselling is FUNdamental reading for anyone or any company who does business by telephone! It covers all the basics and more. Whether you're a beginner or you've been in the business for years, if you can't find at least 12 great ideas in every chapter that will increase your performance, you're not reading! I am recommending it as a resource to all my clients." - Judy Lanier, author *50 Ways to Motivate Inspire Your Call Center Teams* Past National President, American Telemarketing Association. "Guerrilla Teleselling is an excellent guide for anyone in sales, whether a rookie or a seasoned professional. . . . It entices the reader to break out of old ruts to become a more effective salesperson by using often surprising tactics that will keep the salesperson both challenged and successful." -Erik Lounsbury, Editor *Telemarketing(r) Call Center Solutions(TM)*.
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JAY CONRAD LEVINSON is the author of the bestselling 'Guerrilla Marketing' Series. MARK S. A. SMITH, an internationally acclaimed speaker and writer on selling, has over 300 articles published and is past president of the Colorado Speakers Association. ORVEL RAY WILSON is an internationally acclaimed author and speaker on sales, marketing, and management. Co-author of *Guerrilla Selling: Unconventional Weapons and Tactics for Increasing Your Sales*, he is President of The Guerrilla Group, Inc., an international training and consulting firm serving clients worldwide.