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# For Effective Telemarketing

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By Judy McKee @ Ferewere by Neds Tehrani

# **Scriptwriting For Effective Telemarketing The Guide To Succes**

**Monica Reynolds, Linda Rosen** 

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contractor with my own business savvy and rules I was very na ve then I was 21 In any event I had the epiphany that there must be a huge market for small firms that needed someone that they could keep on retainer and wouldn t have to pay them as an employee The firm could sign up for whatever contract that they wanted 1 month to 1 year And I could charge whatever I felt comfortable with so long as the market could bear it I later understood this to mean whatever most clients will pay for my services And so my firm Telemarketing Consulting Services was born In the beginning I had no idea what to charge so I decided to charge just slightly more than what I made as a telemarketer 6 66 per hour Again I was 21 I didn t know nuthin Pretty soon I was signing up everything from contractors to janitorial services to computer based companies After awhile my clients referred their clients to me For a long while I couldn t keep up with demand What I enjoyed most was the diversity in clientele No two clients were the same and the ironic part was that I was working in industries that I knew nothing about Insurance graphic design printing it didn t matter Over the years I was pretty content to simply handle the clients and make the money I had given myself substantial raises since that first year until one of my clients had some specific interest in learning how to do what I do So he hired me to train not only himself but also his staff Naturally I charged more for this service I finally started to wise up and became a consultant Along the way I began to realize yet again that there was a great many people looking for information in a written form Some of them were already clients and others were simply interested in learning the art of setting the appointment So once again necessity being the mother of invention The Telemarketing Newsletter was born This became a real way for me to get information across to the masses satisfy a long standing dream of mine publishing and maybe pick up a few extra clients along the way Telemarketing News became a monthly resource of information to get the tools on needed without signing up for a lengthy and costly telemarketing seminar **Get Your Self Scam Free** Robert C. Worstell,2010-01-06 How do you guit being a victim to every slick And while the telemarketer out there Is there anyway to see a scam and get out of their way I ve been there and done that There are reasons people have been trained into being dupes And all these reasons can be un trained as well if you know how I wrote this book based on the research I did to dig myself out of the hole I had been scammed into I decided not to get mad or get even just get my money back somehow write up what I had encountered and then move on And writing this book is part of moving on While I ve put the bulk of this data into several blogs ebooks presentations papers and so on I ve decided to cobble it all together into a single book so that people can get this data without having to go through what I did Our job here is not just getting our own lives free from scammers and rip off artists but it s making this planet we live on a bit safer place for everyone else Buy this book today and get more freedom **The Everything Guide To Writing Copy** Steve Slaunwhite, 2007-06-14 The Everything Guide to Writing Copy is a step by step guide to writing effective copy for a variety of media including print web radio trade journals and much more Packed with tips and tricks used by the pros this valuable resource teaches you to promote products and services build brands and write copy that boosts your company s bottom line

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