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## Secrets of Successful Telephone Selling: How to Generate More Leads, Sales, Repeat Business, and Referrals by Phone

*By Robert W. Bly*



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Today the telephone can supplement-in some cases even replace-traditional means of marketing and selling. This guide shows how to generate more leads, sales, repeat business, and referrals by phone and will be welcomed by small- and medium-sized businesses as well as by professional telemarketers and sales representatives.



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