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May 1st 2014: The Ten Biggest Mistakes in Telephone Sales

The telephone used properly and for the right purpose is still an effective tool in today's sales arena. Although technology and social media continues to excel, the telephone can still be one of the best ways to reach a prospect. However, used improperly, the telephone can do more harm than good in the sales process. Tune in to today's show as we discuss some major mistakes in using the telephone for selling and how to avoid them.



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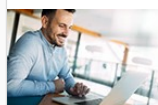
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