



Telemarketing for a change: #bethe100thmonkey

Sam O'Prey

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Telemarketing is a skill. It can be part art and part science. If done right it can bring around real change for a business, a social enterprise, charity or fund raiser. By following a process, understanding the rules of compliance, dedication and hard work together with understanding the unique principles of telemarketing psychology, active listening, language patterns and communication models telephone marketing can have real success for your campaign. This book was originally written in 2008 as *The Art of Telemarketing is not Dead* and has been redrafted and brought up to date and now finally released in Sam's name.

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