



# **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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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.

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