



Ran ans Telefon!: Mit Telefonmarketing zum loyalen Kunden (Dein Business) (German Edition)

Helga Schuler, Thomas-Marco Steinle

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Um loyale Kunden zu gewinnen sind kontinuierliche Kontakte notwendig. Der Außendienst kann dies allein in der Regel nicht schaffen. Immer mehr Unternehmen setzen deshalb auf eine professionelle telefonische Ansprache durch Telemarketing Mitarbeiter, um neue Interessenten zu gewinnen und bestehende Kunden zuverlässig zu binden. Dieses Buch gibt Impulse für die Entwicklung einer Vertriebsstrategie, in der Telefonkontakte ein wichtiger Erfolgsfaktor sind.

Es dient als zuverlässiger Leitfaden für den Aufbau und die Arbeit mit einem eigenen Outbound-Team und/oder für die Auswahl und die Anleitung eines externen Outsourcers. Von der Idee und der strategischen Planung, über die Mitarbeiterauswahl bis zur Erfolgskontrolle werden alle Arbeitsschritte grundlegend erläutert aufgelockert und angereichert durch zahlreiche Tipps und Fallbeispiele.

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