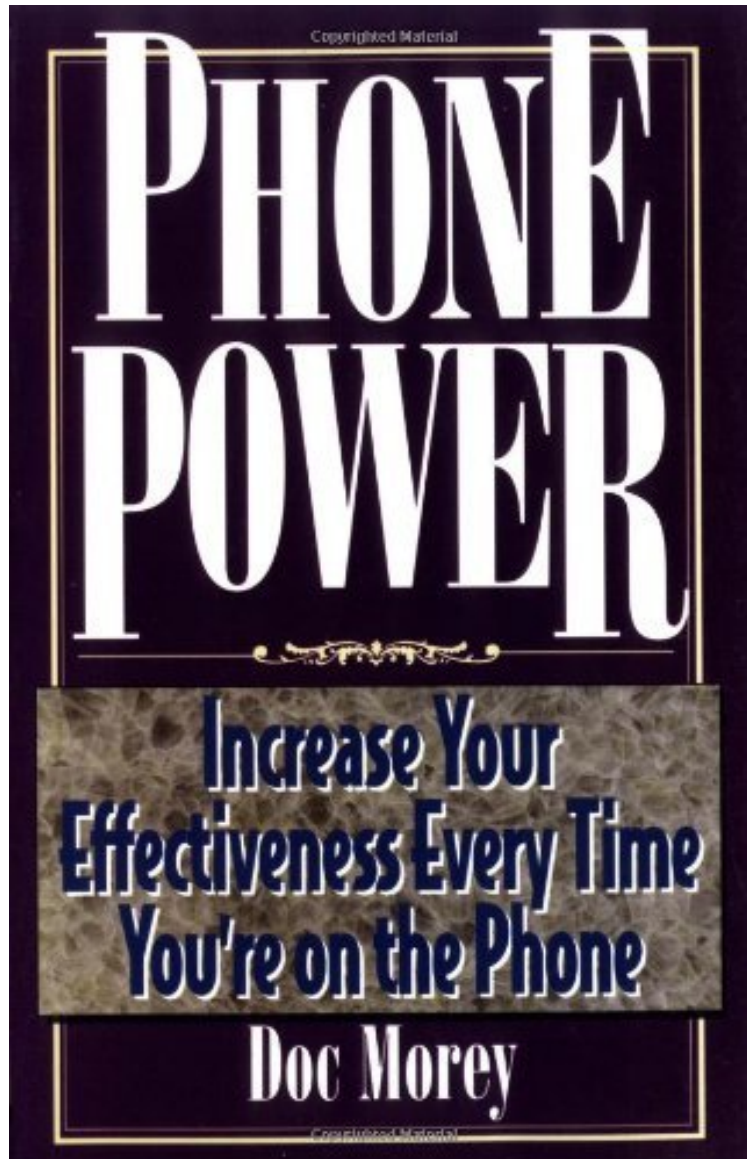


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perform customer-service and sales roles. The book briefly describes common worker-on-the-phone problems and offers a quick rundown on how to overcome them. Its concise format helps make it a handy reference guide for anyone who regularly works on the telephone. The specific, efficient tools offered actually can increase your telephone effectiveness, so we [...] recommend this book for anyone who uses the phone in business, especially telemarketers and customer service representatives. Supervisors might want to take a look, as well, so they can train staffers and develop guidelines.

Phone Power: Increase Your Effectiveness Every Time You're on the Phone is a practical guide to improving oral communication skills. Learn to turn frustrating exchanges into effective and productive transactions, make every caller feel special whether in sales, customer service or speaking to a supervisor, and learn to make a powerful impression for yourself as well as for the company you work for. Phone Power delivers concise, how to information in a friendly, interactive format. And the guidance it offers promises dramatic improvements in use of that all important business tool-- the telephone.