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**April 4th 2013: Is The Telephone Still An Effective Sales Tool?**

One of the constant comments I hear from upper management in many companies is that their sales professionals aren't investing enough time on the telephone with customers and prospects. The average sales or business professional today does far more texting, instant messaging, and e-mailing versus using the telephone as a tool to engage a customer or prospect. These tools are definitely more efficient, but are they more effective? Is the telephone still a relevant tool today or are there better ways to connect with customers and prospects? What's the best way to use the telephone if it is sti

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