

# Expert to engage in the art of telesales

**CROYDON-BASED** telesales expert Andy Szebeni is to address the Institute of Directors at the University of Surrey School of Management next week.

In an evening seminar on Wednesday January 10, he will look at resolving the pain of botched tele-campaigns and answer questions such as: What goes wrong? Which strategies work and which don't? How do you plan and follow-up most effectively?

Using case studies he will analyse these issues, and explain how to implement a campaign to generate appointments and sales.

The seminar will be for those who do their own telemarketing as well as those who sub-contract it.

Mr Szebeni, 37, has



**TALKING TELESales:** Andy Szebeni

worked with clients including Barclays, Kingfisher (Entertainment UK), Blue Circle Cement, OneTel and DLA Solicitors.

For more information call 0845 456 9324.