

1ST STORY of Level 1 printed in FULL format.

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SECTION: HANDS ON; A Manager's Notebook; Pg. 107

LENGTH: 129 words

HEADLINE: TELEMARKETING;  
A CONSUMER'S VIEW

BYLINE: Reported by Teri Lammers, Martha E. Mangelsdorf, and Bruce G. Posner

BODY:

Note: This table may be divided, and additional information on a particular entry may appear on more than one screen.

What did you do the last time you  
received a telephone sales  
call?

Listened all the way through	32%
Cut the conversation short	41
Just hung up	26
Don't remember	1

Source: The Public Pulse, The Roper Organization Inc., 1988  
Generally, what do you think of  
those calls?

Find calls useful	3%
Prefer not to get these calls	83
It depends	11
Don't know	4

Source: The Public Pulse, The Roper Organization Inc., 1988  
Did you order  
the product  
or service  
being offered?

Yes	4%
No	96

Source: The Public Pulse, The Roper Organization Inc., 1988

GRAPHIC: Illustration, no caption, CYNTHIA DAVIS