What is claimed is:

1. A recording recommendation method, comprising:
determining whether a current user is a new user, if an instruction of the current user to view sales call recordings is received;
selecting corresponding call records from sales call recording records as call records to be recommended according to a first preset rule, if the current user is a new user, wherein, the call record comprises a call recording;
acquiring call records satisfying a preset condition from the sales call recording records, if the current user is not a new user;
selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule;
displaying the call records to be recommended to the current user;

the step of selecting corresponding call records from sales call recording records as call records to be recommended according to a first preset rule, comprises:

acquiring scores, comments, numbers of likes, and numbers of shares of call recordings corresponding to recommended call records from the sales call recording records;

calculating recommendation scores of the call recordings according to a preset formula, wherein, the preset formula is: $M=\lambda 1A+\lambda 2B+\lambda 3C+\lambda 4D$, wherein, M is the recommendation score, and $\lambda 1$, $\lambda 2$, $\lambda 3$, and $\lambda 4$ are weight coefficients, and $\lambda 1+\lambda 2+\lambda 3+\lambda 4=1$, and A represents a score normalization value, B represents a favorable rate, C represents a like rate, and D represents a normalization value of the number of shares;

acquiring a preset number of call records from the recommended call records as the call records to be recommended according to an order of the recommendation scores of corresponding call recordings from high to low.

2. The method according to claim 1, wherein, the step of selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule, comprises:
extracting a characteristic of a call record historically viewed by the current user;
calculating a correlation between the characteristic and characteristic of the call record satisfying the preset condition;
selecting call records corresponding to the correlation greater than a correlation threshold;

sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

3. The method according to claim 1, wherein, the step of selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule, comprises:
acquiring an authority of the current user;
selecting call records that match with the authority of the current user from the call records satisfying the preset condition;
sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

4. The method according to claim 1, wherein, the method further comprises:
acquiring a screening instruction of the current user;
acquiring call records related to the screening instruction of the current user to display from the displayed call records.

5. A recording recommendation device, comprising:
a determining unit, for determining whether a current user is a new user, if an instruction of the current user to view sales call recordings is received;
a first selecting unit, for selecting corresponding call records from sales call recording records as call records to be recommended according to a first preset rule, if the current user is a new user;
an acquiring unit, for acquiring call records satisfying a preset condition from the sales call recording records, if the current user is not a new user;
a second selecting unit, for selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule;
a displaying unit, for displaying the call records to be recommended to the current user;

the first selecting unit comprises:

an evaluation acquiring unit, for acquiring scores, comments, numbers of likes, and numbers of shares of call recordings corresponding to recommended call records from the sales call recording records;

a recommendation score calculating unit, for calculating recommendation scores of the call recordings according to a preset formula, wherein, the preset formula is:

$M=\lambda 1A+\lambda 2B+\lambda 3C+\lambda 4D$, wherein, M is the recommendation score, and $\lambda 1$, $\lambda 2$, $\lambda 3$, and $\lambda 4$ are weight coefficients, and $\lambda 1+\lambda 2+\lambda 3+\lambda 4=1$, and A represents a score normalization value, B represents a favorable rate, C represents a like rate, and D represents a normalization value of the number of shares;

a first sorting acquiring unit, for acquiring a preset number of call records from the recommended call records as the call records to be recommended according to an order of the recommendation scores of corresponding call recordings from high to low.

6. The device according to claim 5, wherein, the second selecting unit comprises:
an extracting unit, for extracting a characteristic of a call record historically viewed by the current user;
a correlation calculating unit, for calculating a correlation between the characteristic and characteristic of the call record satisfying the preset condition;
a correlation selecting unit, for selecting call records corresponding to the correlation greater than a correlation threshold;
a second sorting acquiring unit, for sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

7. The device according to claim 5, wherein, the second selecting unit comprises:
an authority acquiring unit, for acquiring an authority of the current user;
a matching selecting unit, for selecting call records that match with the authority of the current user from the call records satisfying the preset condition;
a third sorting acquiring unit, for sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

8. The device according to claim 5, wherein, the device further comprises:
an instruction acquiring unit, for acquiring a screening instruction of the current user;
a screening displaying unit, for acquiring call records related to the screening instruction of the current user to display from the displayed call records.

9. A computer apparatus, comprising: a memory, and a processor connected to the memory; wherein the memory is used for storing computer program for implementing recording recommendation; and the processor is used for running the computer program stored in the memory, to perform the following steps:
determining whether a current user is a new user, if an instruction of the current user to

view sales call recordings is received;

selecting corresponding call records from sales call recording records as call records to be recommended according to a first preset rule, if the current user is a new user, wherein, the call record comprises a call recording;

acquiring call records satisfying a preset condition from the sales call recording records, if the current user is not a new user;

selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule;

displaying the call records to be recommended to the current user;

when the processor performs the step of selecting corresponding call records from sales call recording records as call records to be recommended according to a first preset rule, the processor specifically implements:

acquiring scores, comments, numbers of likes, and numbers of shares of call recordings corresponding to recommended call records from the sales call recording records;

calculating recommendation scores of the call recordings according to a preset formula, wherein, the preset formula is: $M=\lambda 1A+\lambda 2B+\lambda 3C+\lambda 4D$, wherein, M is the recommendation score, and $\lambda 1$, $\lambda 2$, $\lambda 3$, and $\lambda 4$ are weight coefficients, and $\lambda 1+\lambda 2+\lambda 3+\lambda 4=1$, and A represents a score normalization value, B represents a favorable rate, C represents a like rate, and D represents a normalization value of the number of shares;

acquiring a preset number of call records from the recommended call records as the call records to be recommended according to an order of the recommendation scores of corresponding call recordings from high to low.

10. The computer apparatus according to claim 9, wherein, when the processor performs the step of selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule, the processor specifically implements:

extracting a characteristic of a call record historically viewed by the current user;

calculating a correlation between the characteristic and characteristic of the call record satisfying the preset condition;

selecting call records corresponding to the correlation greater than a correlation threshold;

sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

11. The computer apparatus according to claim 9, wherein, when the processor performs the step of selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule, the processor specifically implements:
acquiring an authority of the current user;
selecting call records that match with the authority of the current user from the call records satisfying the preset condition;
sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

12. The computer apparatus according to claim 9, wherein, the processor further performs the following steps:
acquiring a screening instruction of the current user;
acquiring call records related to the screening instruction of the current user to display from the displayed call records.

13. A computer-readable storage medium, wherein, the computer-readable storage medium stores computer program, and the computer program comprises program instructions, and when the program instructions are executed by a processor, the program instructions implement the following steps:
determining whether a current user is a new user, if an instruction of the current user to view sales call recordings is received;
selecting corresponding call records from sales call recording records as call records to be recommended according to a first preset rule, if the current user is a new user, wherein, the call record comprises a call recording;
acquiring call records satisfying a preset condition from the sales call recording records, if the current user is not a new user;
selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule;
displaying the call records to be recommended to the current user;

when the program instructions are executed by the processor for selecting corresponding call records from sales call recording records as call records to be recommended according to a first preset rule, the program instructions specifically implement:
acquiring scores, comments, numbers of likes, and numbers of shares of call recordings corresponding to recommended call records from the sales call recording records;
calculating recommendation scores of the call recordings according to a preset formula,

wherein, the preset formula is: $M=\lambda_1 A+\lambda_2 B+\lambda_3 C+\lambda_4 D$, wherein, M is the recommendation score, and λ_1, λ_2, λ_3, and λ_4 are weight coefficients, and $\lambda_1+\lambda_2+\lambda_3+\lambda_4=1$, and A represents a score normalization value, B represents a favorable rate, C represents a like rate, and D represents a normalization value of the number of shares;

acquiring a preset number of call records from the recommended call records as the call records to be recommended according to an order of the recommendation scores of corresponding call recordings from high to low.

14. The computer-readable storage medium according to claim 13, wherein, when the program instructions are executed by the processor for selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule, the program instructions specifically implement:

extracting a characteristic of a call record historically viewed by the current user;

calculating a correlation between the characteristic and characteristic of the call record satisfying the preset condition;

selecting call records corresponding to the correlation greater than a correlation threshold;

sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

15. The computer-readable storage medium according to claim 13, wherein, when the program instructions are executed by the processor for selecting corresponding call records from the call records satisfying the preset condition as call records to be recommended according to a second preset rule, the program instructions specifically implement:

acquiring an authority of the current user;

selecting call records that match with the authority of the current user from the call records satisfying the preset condition;

sorting the selected call records according to a preset ordering rule, and acquiring a preset number of call records from the sorted call records as the call records to be recommended.

16. The computer-readable storage medium according to claim 13, wherein the steps further comprise:

acquiring a screening instruction of the current user;

acquiring call records related to the screening instruction of the current user to display from the displayed call records.