



Red-Hot Cold Call Selling: Prospecting Techniques That Really Pay Off

Paul S. GOLDNER

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Completely revised with fresh examples and all new chapters, the second edition of Red-Hot Cold Call Selling reveals the secrets, strategies, and tips readers can use to elevate their prospecting skills and take their sales into the stratosphere. Readers will learn how they can:

- * define and target their ideal market -- and stop squandering time, energy, and money on unfocused prospecting
- * develop a personalized script utilizing all the elements of a successful cold call
- * get valuable information from assistants -- and then get past them
- * view voice mail not as a frustrating barrier, but as a unique opportunity

Red-Hot Cold Call Selling is a vital resource for all sales professionals, brimming with field-proven techniques that work in any industry. The book includes new information on using the Internet for research and prospecting; cold-calling internationally; using e-mail instead of calling; and much more.

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Debra Unger:

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