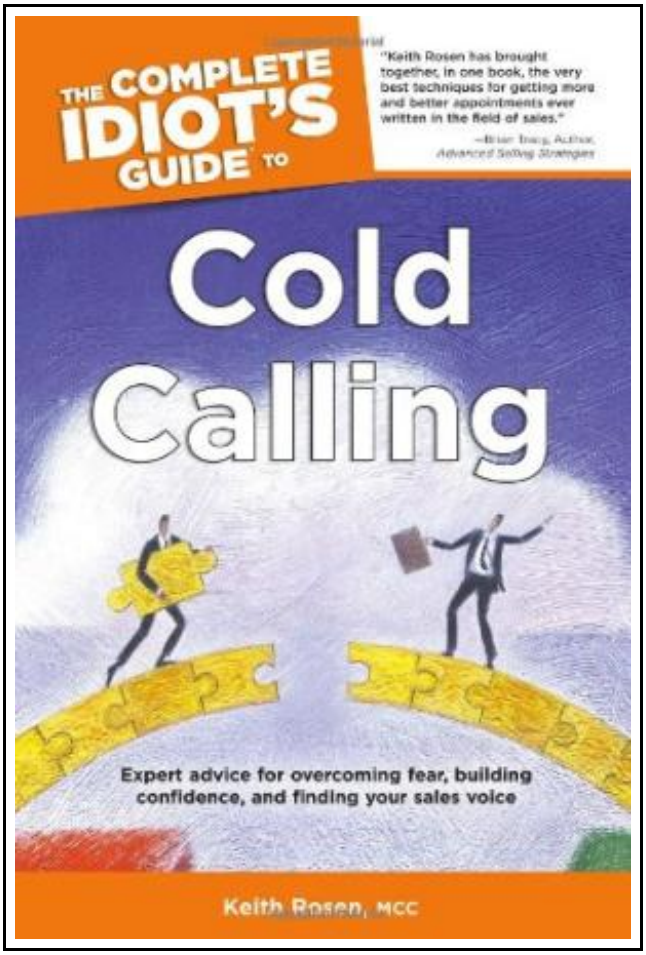
The Complete Idiots Guide to Cold Calling



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Reviews

Very helpful to all of group of men and women. It can be writter in easy terms instead of confusing. You will like how the writer write this book.

(Dr. Daren Mitchell PhD)

THE COMPLETE IDIOTS GUIDE TO COLD CALLING

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ALPHA. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: 8.9in. x 6.0in. x 0.8in.Does this sound familiar If I could get in front of the prospect, the rest of the selling process becomes easier. Its just getting in front of them thats the challenge. The fact is most cold calling efforts are doomed from the start. Salespeople lose sales not due to a lack of effort but because they lack a prospecting system they are comfortable with and can trust to generate greater, consistent results. If you are prospecting the same way you have been for the last several years (including the, calling to check in, touch base or follow-up approach) or havent been prospecting at all, youre simply making it easier for your competition to take away the new business you are working so hard to earn. So, if you love to sell but hate (or dont like) to prospect, this book is your opportunity to maximize your cold calling potential and boost your income by learning how to get in front of the right prospects in less time and create greater selling opportunities without the fear, pressure or anxiety associated with cold calling. Keith will show you how to: . Utilize the 7 steps to a permission-based cold calling conversation so that you dont have to push your presentation and hope theres a fit. . Create winning voice mail messages that will ensure more return calls. . Develop your MVP (Most Valuable Proposition) that separates you from your competition. . Craft the Compelling Reasons that would motivate a prospect to speak with you. . Prevent and defuse initial objections such as, Im not interested, We dont have any money now or Call me back later. . Design your own step-by-step prospecting and follow-up system that runs on autopilot...

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