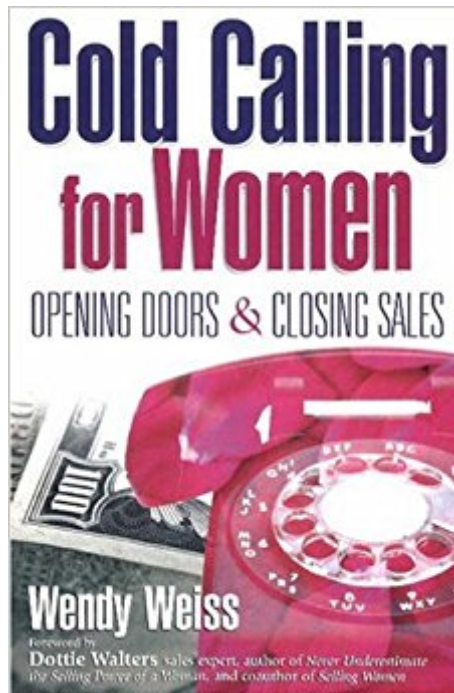




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Cold Calling For Women: Opening Doors And Closing Sales



Synopsis

Eliminate Telephone terror and turn cold call to cash! Cold calling is a powerful, inexpensive and easy way to develop new contacts and expand resources. In today's market, generating new business requires planning and skill. For over 10 years, Wendy Weiss has been a marketing consultant specializing in cold calling and appointment setting.

Book Information

Paperback: 176 pages

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Best Sellers Rank: #1,148,199 in Books (See Top 100 in Books) #87 inÂ Books > Business & Money > Marketing & Sales > Marketing > Telemarketing #231 inÂ Books > Textbooks > Business & Finance > Sales #470 inÂ Books > Business & Money > Marketing & Sales > Marketing > Multilevel

Customer Reviews

Buy the book and SELL! Reach your prospects easily and know exactly what to say when you do. Eliminate fear and turn every NO into a YES. Open doors and close sales!

Recommended by the King of Networking who is working with my wife to increase her business marketing, He is a personal friend of Ms, Weiss and felt my wife could use Wendy's insight. So I got a copy for my wife, and got one for me, too.

This book was tremendous!!!! Had success setting appointments and keep it in my briefcase so I can refer to it when I am out on the road selling.

Fabulous Book

Great book for anyone to read. I feel it has step by step ways to get them calls going.

Just thought this was absolutely tops. Sales 101 in detail. Can't wait to finish it! I love that Wendy has an arts background as there is little in life tougher. And the discipline of ballet besides.

I do door to door sales during the summer time and I thought this book would be of benefit...it was to a certain extent, but it's over use of exclamation points and poorly written text made this hard for me to read. This book has a lot of good pointers if you do cold calls via the telephone, but not significant enough to where you'd want to keep this in your library. Maybe a quick skim read at the library would suffice and satisfy. I simply didn't grasp the emotional energy the writer wanted me to grasp. Looks like according to the other reviews, however, quite a lot of other people really liked it. I'm not a woman, though...so that might be why...even though a lot of this book could be directed toward anyone.

This is a good book re cold calling, HOWEVER, there is nothing special in it related to women. Not much different than other books I've read.

I've only read a couple of chapters, but I like the author's direct way of speaking to the reader. This book is highly recommended by professionals in the sales and marketing field.

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