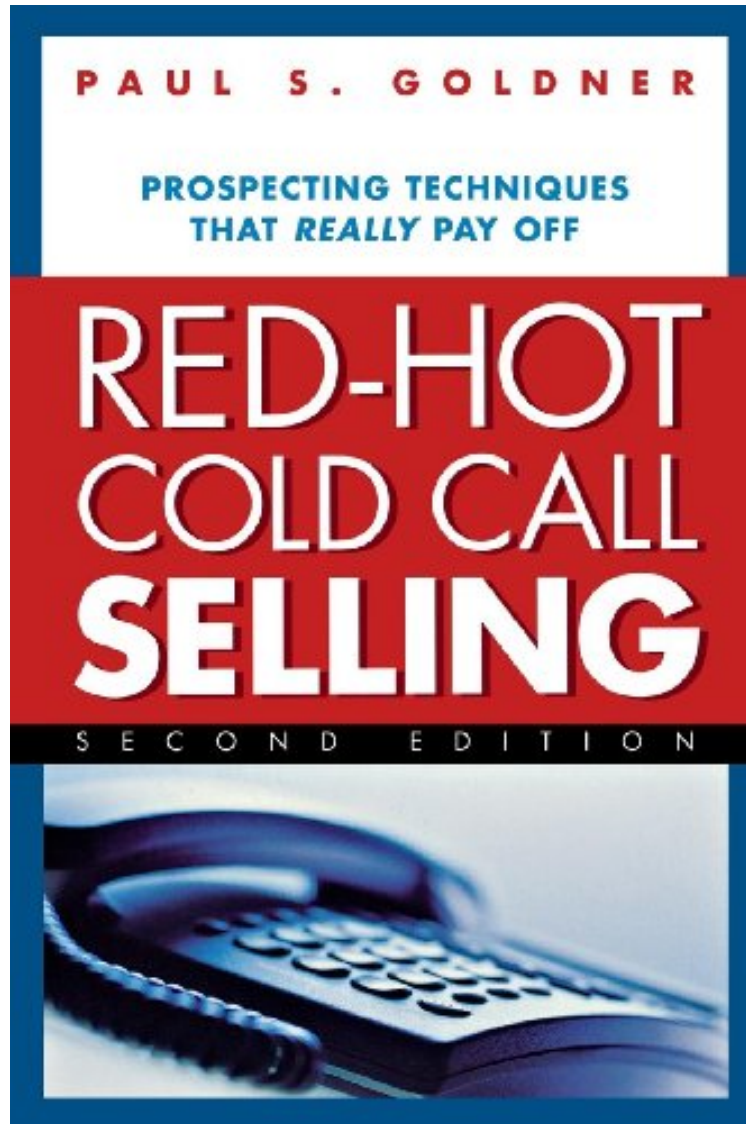


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# Red-Hot Cold Call Selling: Prospecting Techniques That Really Pay Off

*Paul S. GOLDNER*

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**Paul S. GOLDNER : Red-Hot Cold Call Selling: Prospecting Techniques That Really Pay Off** before purchasing it in order to gauge whether or not it would be worth my time, and all praised Red-Hot Cold Call Selling: Prospecting Techniques That Really Pay Off:

0 of 0 people found the following review helpful. Very informative By M.B. DIONI must admit that I haven't used the steps or principles in this book so don't ask for results from me. But I have read it. I bought it to help push product via the telephone but haven't found the time to sit and make all those "cold calls" yet. The book itself is full of great script

ideas, off the cuff speaking techniques, organizational principles, handling rejection techniques, etc.. I like to read so I can tell that this book has a lot to offer those who deal with sales and more specifically phone sales... hence why I bought it. For those that need new ideas when it comes to phone sales/networking... check this book out.0 of 0 people found the following review helpful. Not done reading it...By Customerbut I definitely like what I've read so far. There's so much crap out there written by people just looking to make a buck that it makes this book and others like it definitely worth the time and money. I recommend it.0 of 0 people found the following review helpful. Bought this as a present and they loved it!By ABC317My good friend was in sales for awhile and was running into a rut. So I purchased this for him and he loved it!!

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 opportunityRed-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.

""Goldner has again delivered a sales tutorial that combines experience, examples, and an approach that provides great insight into the selling process. Whether you are an experienced sales leader or new in a sales career, Paul's attention to detail in his analysis and recommendations make this book a rare find and well worth the read."" -- Michael J Borman Vice President, Worldwide Software Sales, IBM ""Every salesperson from novice to serial quota club attendees can benefit from the practical discipline and proven techniques presented in Red-Hot Cold Call Selling. Combining the updates on how to conduct account research in today's world with this back-to-the-basics approach on business development creates a foundation for increased revenue and income for anyone willing to roll up their sleeves and follow the program."" -- Don Drury, Vice President, Sales Operations, Kronos Incorporated ""This new edition does an even better job of promoting the power of prospecting and providing a structured process to achieve real results. A must read for sales professionals worldwide. "" -- Tony DiBona, Executive Vice President, PTC ""A practical guide to the world's oldest profession! Selling starts with effective prospecting, and this is a complete guide to prospecting and cold calling. "" -- Greg Enriquez, Senior Vice President, World Wide Field Operations, Stratus Technologies ""A superior sales system. The systematic approach makes it measurable -- and repeatable. "" -- Kevin Hill, Senior Manager, Applied Global Services Strategic Marketing, Applied Materials, Inc. ""Red-Hot Cold Call Selling really breaks down the process of identifying, engaging, selling, and closing opportunities. It takes the mystery -- fear -- out of cold calling. "" -- John Marlow, Vice President, Technical Sales, Carrier Packet Networks, Nortel" About the Author Paul S. Goldner is a highly sought-after speaker, trainer, and consultant specializing in sales strategy and motivation. He is the author of the first edition of Red-Hot Cold Call Selling, which has sold tens of thousands of copies. He lives in Goldens Bridge, New York.