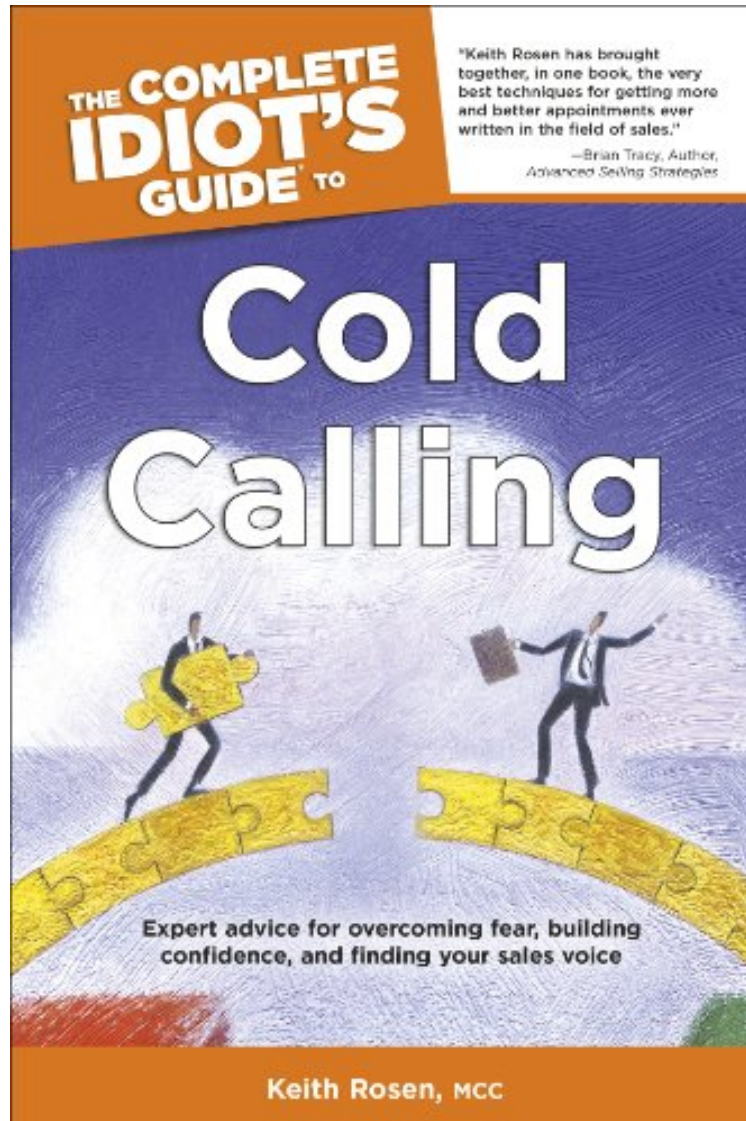


(Ebook free) The Complete Idiot's Guide to Cold Calling (Complete Idiot's Guides (Lifestyle Paperback))

The Complete Idiot's Guide to Cold Calling (Complete Idiot's Guides (Lifestyle Paperback))

Keith Rosen

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before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Complete Idiot's Guide to Cold Calling (Complete Idiot's Guides (Lifestyle Paperback)):

1 of 1 people found the following review helpful. Step By Step Instructions on Cold Calling....By Linda M. Smith This is really good. Why? It contains step by step instructions on how to cold-call. Cold calling scares me, but not enough to keep me from doing it. A fellow Grateful Recovering Underearner once told me, "Cold Calling is the Olympics for

the Underearner." Cold Calling is a marketing tool that belongs in every small business owner's tool kit. You have to believe in yourself and your product or service to sell it. My friend who recommended this book to me said, "The sale is made or lost before you pick up the phone." For me, cold calling is a two-way conversation about Their Needs and how my Products and Services can help meet their needs. I do not bother to cold-call people who have no money for or interest in my services and products. The tips given in that book are very valuable. Read this book if you are a business owner or struggling sales(wo)man. Hint: Desperation does not sell things! Generosity and love of what you do, along with an earthy practicality, do!

0 of 0 people found the following review helpful. Great for the PsychologyBy Grant SenzaniThis book is great for the psychology of cold calling. I do however wish he had scripts that he has seen work. That being said, every book begins with the psychology and thereafter the actions. That's the recipe to smoothly transition in effective results. So yes, a must buy if you are into sales.

2 of 2 people found the following review helpful. Cold Calling ReviewBy D. BilykIn my opinion, Keith's book, The Complete Idiot's Guide to Cold Calling, is the most comprehensive book out there. Keith breaks it down into the simplest terms for ANYONE to understand. Keith breaks down the mental aspects, so that you can put yourself in a more positive position no matter the outcome. I found, once you change your way of thinking, mental preparation, shifting the focus on the client not yourself, the way you present and talk to the clients, how you question and answer them, is extremely knowledgeable and important. I believe that if you apply everything in Keith's book, there is no doubt in my mind that you (and I) will be a success. From Beginners to Sales Pro, Keith's book, The Complete Idiot's Guide to Cold Calling is THE book to get. I personally would like to thank Keith Rosen for providing such insight to cold calling because there is much more to it than just picking up the phone or whatever means and talking to a client. The knowledge in his book has allowed me to psychologically and mentally prepare for clients in a completely different manner.

Does this sound familiar? 'If I could get in front of the prospect, the rest of the selling process becomes easier. It's just getting in front of them that's 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 feeling the same way you have been for the last several years (including the 'calling to check in, touch base or follow-up' approach) or haven't been prospecting at all, you're 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 don't 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.

"Now there is a single source - this book - that gives you the step-by-step, word-by-word instructions you need to get in front of more people and make more sales than ever before. Keith Rosen has brought together, in one book, the very best techniques for getting more and better appointments ever written in the field of sales." — Brian Tracy, author, Advanced Selling Strategies