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No More Cold Calling(TM): The Breakthrough System That Will Leave Your Competition in the Dust

Joanne S. Black

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Cold calling is one of the most awkward--and unsuccessful--ways to obtain clients in business. Now Joanne S. Black shares her proven 5-step Referral Selling Methodology, so no businessperson ever has to make a cold call again. In this unique and practical guide, Black offers a tutorial on how to differentiate you from your competitors, make favorable impressions on current clients so they'll refer their acquaintances, and set a "hook" that will leave them wanting more. NO MORE COLD CALLING™ provides selling scripts, presentation techniques, troubleshooting advice, and a host of helpful insights to increase any sales force's productivity.

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