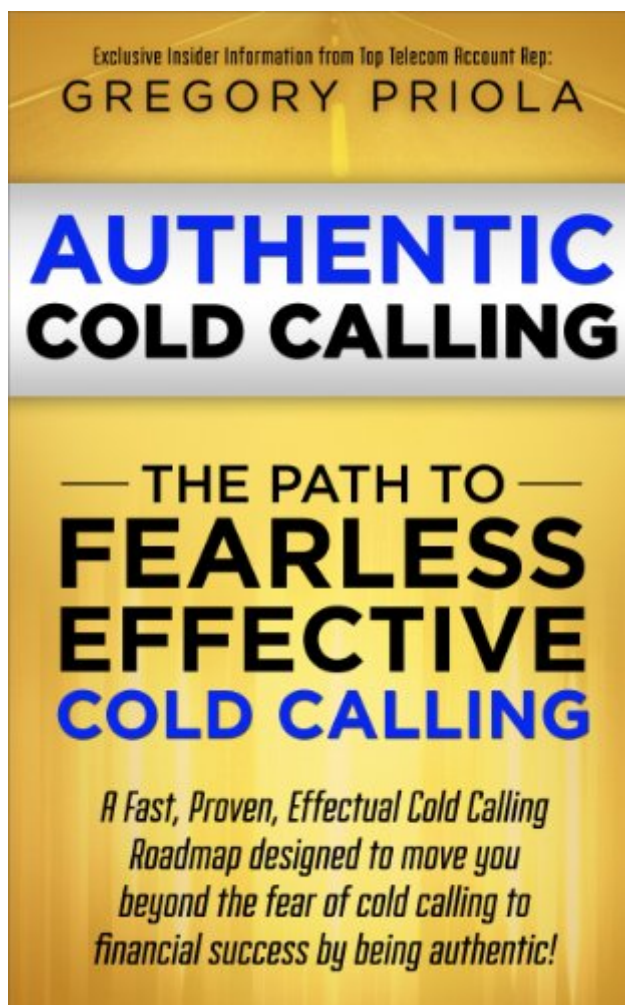


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# AUTHENTIC COLD CALLING: The Path To Fearless, Effective Cold Calling



## Synopsis

A Fast, Proven, Effective Cold Calling Road Map designed to move you beyond the fear of cold calling to financial success by being prepared and authentic! The techniques in **AUTHENTIC COLD CALLING: The Path to Fearless Effective Cold Calling** refutes the myth that "cold calling is a numbers game," and will show you how to turn cold leads into warm leads, provide immediate value to your prospects and how to initiate an unscripted, casual, flowing conversation that produces results. Fill your funnel to overflowing when you take action and apply these basic and simple concepts. Buy this book now and start expecting a "YES" from every call.â Build a quality and formatted sales lead list for FREE.â How to quickly identify the decision maker.â Prepare yourself mentally, emotionally, physically and yes, spiritually.â Scrap the cold calling script.â Discover the best times and days to cold call.â What intentions to set when cold calling.â How to turn gatekeepers into allies.â Realize It's all how you say it. A former telecommunication account rep that tops the nation in cold calling referrals for one of the world's leading media, entertainment and communications companies shares his insider information on how cold calling is done proficiently and effectively. While **AUTHENTIC COLD CALLING: The Path to Fearless Effective Cold Calling**, was written with the telecommunication sales rep in mind, this book cuts a swath across all modes of sales. Information is power and this book will quickly elevate you beyond your current earning potential as the guess work and dread associated with cold calling is completely eliminated no matter what products or services you are representing. **AUTHENTIC COLD CALLING: The Path to Fearless Effective Cold Calling** will help you become part of the top 20% in your organization that generates 80% of all the sales revenue. If you don't learn to love cold calling by practicing these principles you will definitely come away loving cold calling more than you disliked having no new business!

## Book Information

File Size: 2282 KB

Print Length: 79 pages

Simultaneous Device Usage: Unlimited

Publication Date: April 28, 2014

Sold by:Â Digital Services LLC

Language: English

ASIN: B00K0WP6C0

Text-to-Speech: Enabled

X-Ray: Not Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #780,338 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #47

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Telemarketing #103 in Books > Business & Money > Marketing & Sales > Marketing >

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## Customer Reviews

I found this book to be straight forward, directional and personally motivating. I applied the principles to projects that were not sales related per say and found the process to be extremely effective. For anyone that cold calls, be it sales, fund raising, organization recruiting, our other venues that require cold calling I highly recommend this book to you.

I found this succinct and blunt, just the way I needed it. His focus on the present is so helpful to me... Empowerment tools and mindsets. Easy read and useful right away.

Love it, applied it, it works. It speaks to my yearning for a cold calling solution that aligns with my desire to find fulfillment in what I do.

great

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