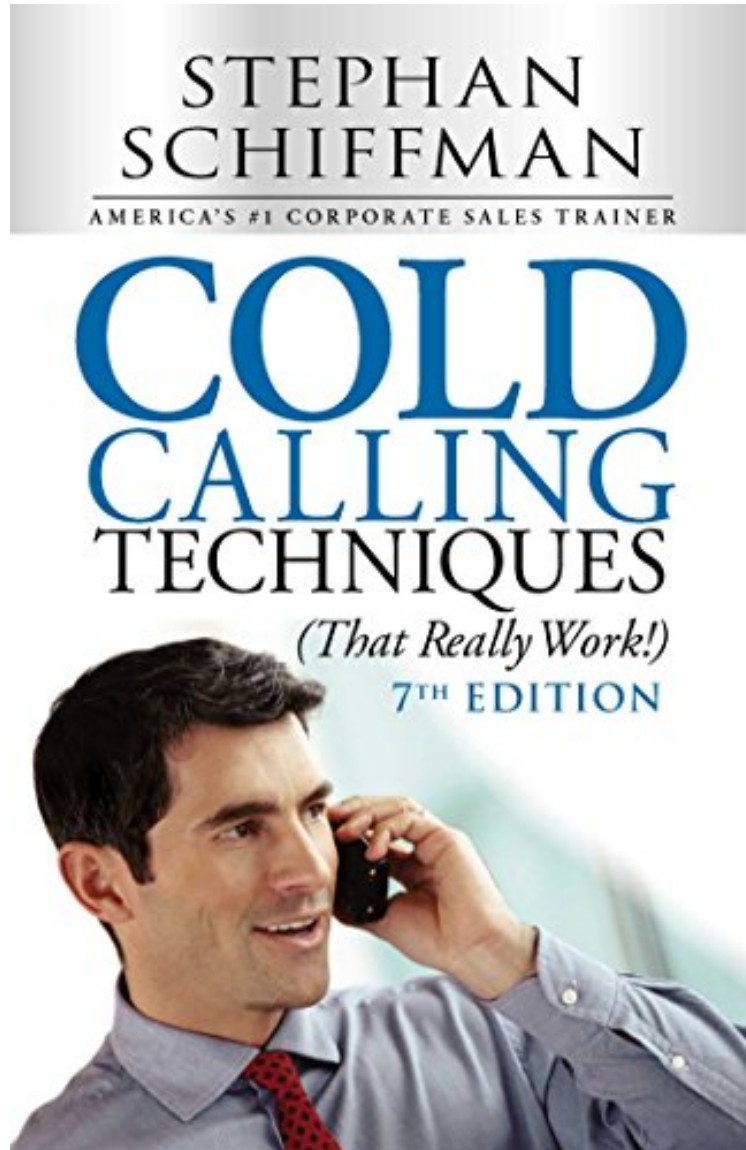


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Stephen Schiffman

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in practice are so important. Nothing in this book is a waste. Truly a gem. I recommend it, HIGHLY. 0 of 0 people found the following review helpful. Best book on cold calling tactics, cold calling tricks, and cold calling training I've found. By Travis I heard about this book from a friend that owns a call center booking appointments for contractors. He highly recommended this book and despite its outdated cover (we all judge books by their cover right to at least a small degree?), I purchased it and was blown away. This is THE book I've designed and built my cold calling process around. Best book on cold calling tactics, cold calling tricks, and cold calling training I've found - and highly recommend (ie. paid my virtual assistant) to work his way through this book. 2 of 2 people found the following review helpful. This book was great in helping me figure out how to cold call. By Elizabeth This book was great in helping me figure out how to cold call. I am in my first sales position and cold calling was certainly a weakness. This book helped me make appointments, ask follow up questions, and better understand and meet the needs of those I am contacting.

The definitive guide to cold calling success! For more than thirty years, Stephan Schiffman, America's #1 corporate sales trainer, has shown millions of salespeople how to close a deal. In this newest edition of *Cold Calling Techniques (That Really Work!)*, he'll show you why cold calling is still a central element of the sales cycle and where to find the best leads. Updated with new information on e-mail selling, refining voice-mail messages, and online networking, his time-tested advice includes valuable discussion points that you'll need to cover in order to effectively present your product or service and arrange a meeting. Schiffman teaches you how to use his proven strategies to: Turn leads into prospects, Learn more about the client's needs, Convey the ability to meet the client's demands, Overcome common objections. With *Cold Calling Techniques (That Really Work!)*, 7th Edition, you'll watch your performance soar as you beat the competition and score a meeting every time!

About the Author: Stephan Schiffman has trained more than half a million salespeople at such firms as ATT, Chemical Bank, and U.S. Healthcare. He is the author of numerous bestselling books, including *Closing Techniques (That Really Work!)* and *The 25 Habits of Highly Successful Salespeople*. He lives in New York City. You can visit his website at www.steveschiffman.com.