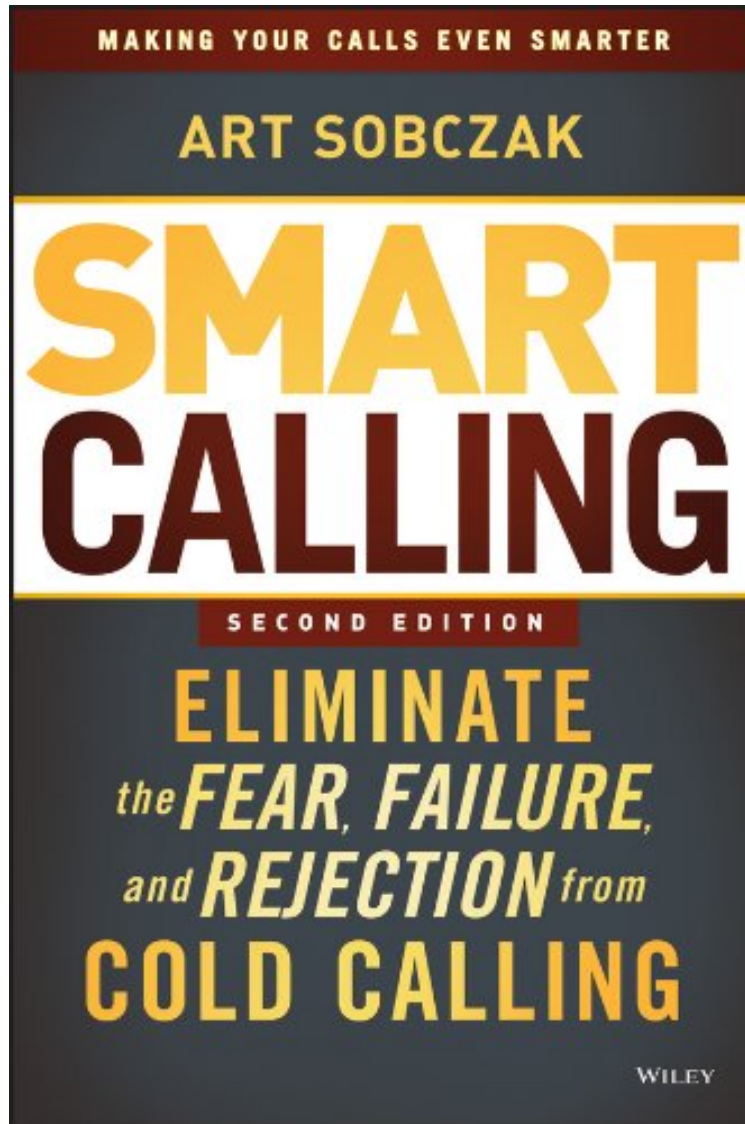


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Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling

Art Sobczak

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From the Inside Flap Cold calling is not only one of the fastest and most profitable ways to initiate a new sales contact and build business; it's also one of the most dreaded for the salesperson and the recipient. Smart Calling has the solution: Art Sobczak's proven never-experience-rejection-again system. Now in an updated Second Edition, it offers even smarter tips and techniques for prospecting new business while minimizing fear and rejection. While other books on cold calling dispense such long-perpetuated myths as "prospecting is a numbers game" and salespeople need to "love rejection," Smart Calling empowers you to take action, call prospects, and get a yes every time. No matter whether you're a sales professional, freelancer, sports recruiter, or fund raiser, anyone who calls people they don't know with the objective of persuading that person to take action will learn from this book. Cold calling is dumb. But telephone prospecting is essential for business sustainability and growth, and Smart Calling provides the answer. This proven process systematically prepares you for your calls and allows you to create a comfortable, welcoming atmosphere in which to do business over the phone. This indispensable guidance equips you to: Create your possible value proposition Gather intelligence to make your calls smart Use "social engineering" to get insight on your prospect Work with screeners, gatekeepers, and assistants Perfect your opening statement Minimize resistance Get a commitment for the next action Stay motivated And more! This Second Edition also includes additional examples, tips, techniques, and success stories from readers, as well as information about new technology that will help you smarten up your calls. Get a "win" every time. Conquer your fears and master the art of the cold call through the genius of Smart Calling, Second Edition. From the Back Cover Praise for Smart Calling, 2nd Edition "Smart Calling should be on the desk of all sales managers so that they can empower their salespeople with a highly professional approach for engaging prospects and turning them into customers. When it comes to creating a salesforce that can prospect, Art Sobczak delivers the best results." —Gerhard Gschwandtner, CEO, SellingPower.com and Selling Power magazine "If you make cold calls, and want to make them smarter, better, more fun, and actually convert them to sales, this is the book! Buy it to increase your call-to-sale ratio, and your sale-to-bank account ratio." —Jeffrey Gitomer, author of Little Red Book of Selling "You get only one chance to make the right impression in sales. If a top prospect gets a hundred calls a week, you want to be the one he remembers and buys from. Art's proven methods create a unique brand for you and position your offering as the best option. Art's advice isn't just smart, it's priceless." —Bob Silvy, Vice President, Corporate Marketing, American City Business Journals "Smart Calling effectively enables inside sales reps and organizations to accomplish a top priority: acquiring new customers. Art's pragmatic and actionable techniques will increase productivity, success, and professional satisfaction." —Bill McAlister, Senior Vice President, Inside Sales, McAfee "Finally, a sales book that makes sense! As a master sales trainer, Art nailed no, obliterated the number one fear of selling in this great book: cold calling! Let him teach you to stop cold calling and start Smart Calling!" —Larry Winget, television personality and New York Times bestselling author "A must-read, must-own book for anyone who wants to increase their sales right away with less effort and more fun. I'm so sure this book is a winner for anyone who needs to call prospects that I'll personally assure you that your results will increase noticeably after reading it, or I'll send you your money back." —Mike Faith,

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About the Author Art Sobczak is President of Business By Phone Inc., specializing in helping salespeople maximize their positive results when using the phone as part of their sales process. As an internationally known speaker and trainer, he has delivered over 1,500 training programs and workshops over the past thirty years to companies large and small, associations, and at his two-day public seminars. He has been a member of the National Speakers Association for over twenty years and is a regular presenter at their national conferences and regional workshops.