

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

By Keith Rosen

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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 prospecting 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.

Keith will show you how to:
. Utilize the 7 steps to a permission-based cold calling conversation so that you don't have to push your presentation and hope there's a fit.
. Create winning voice mail messages that will ensure more return calls.
. Develop your MVP (Most Valuable Proposition) that separates you from your competition.
. Craft the Compelling Reasons that would motivate a prospect to speak with you.
. Prevent and defuse initial objections such as, "I'm not interested,"We don't have any money now" or "Call me back later."
. Design your own step-by-step prospecting and follow-up system that runs on autopilot and is aligned with your selling philosophy, strengths, objectives and natural talents rather than taking the generic, "One size fits all" approach.
. Develop the right questions and uncover new selling opportunities in seconds so that you can stop wasting precious time on the wrong prospects.

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The Complete Idiot's Guide to Cold Calling (Complete Idiot's Guides (Lifestyle Paperback)) By Keith Rosen Bibliography

- Rank: #177590 in Books
- Published on: 2004-08-03
- Released on: 2004-08-03
- Original language: English
- Number of items: 1
- Dimensions: 9.00" h x .69" w x 6.06" l, .88 pounds
- Binding: Paperback
- 336 pages

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Editorial Review

Review
"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*

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