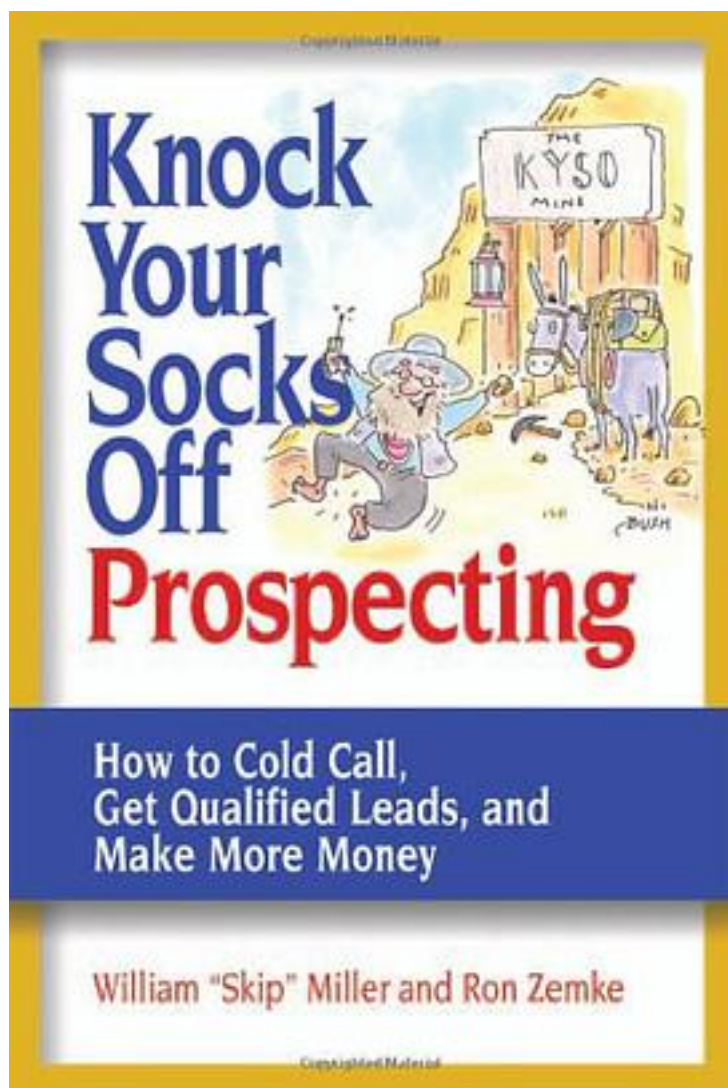


# Knock Your Socks Off Prospecting



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"If you hate prospecting, think how much those prospects dread your cold calls! You need techniques that energize and motivate both you and your potential customers. Welcome to "Knock Your Socks Off Prospecting". Filled with logical, easy-to-use tools, step-by-step skill-building exercises, real-life stories, and amusing anecdotes (along with John Bush's clever illustrations), this practical and entertaining book helps you improve your communications skills, identify prospects (real ones), and maximize the productivity of your prospecting time. You'll also get the most valuable collection of how-to cold-calling tips you've ever seen, and follow-up techniques guaranteed to win more sales!"

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