

Never Cold Call Again



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Book Description

"Cold calling is the lowest percentage of sales call success. If you invest the same amount of time in reading this book as you do in cold calling, your success percentage and your income will skyrocket."

- Jeffrey Gitomer, Author, Little Red Book of Selling

"You can never get enough of a good thing! Read this book and USE its contents!"

- Anthony Parinello, Author, Selling to Vito and Stop Cold Calling Forever

Salespeople everywhere are learning the hard way that cold calling doesn't work anymore. Yet, millions of salespeople are stuck in the past, using twentieth-century sales techniques to try to lure twenty-first century customers. There has to be an easier way to find prospects - and there is. Today's most successful salespeople are using modern technology to bring prospects to them, rather than fishing for prospects over the phone or knocking on doors.

Never Cold Call Again offers practical, step-by-step alternatives to traditional cold calling for salespeople, small business owners, and independent professionals who are actively building a client base. The Information Age presents endless opportunities for finding leads without cold calling. In fact, Frank Rumbauskas' s system brings prospects to the salesperson, rather than the other way around. Readers will find unbeatable sales advice on effective self-promotion, generating endless leads, how to win prospects using e-mail, prospecting on the Web, networking, developing effective proposals, and much more.

Frank J. Rumbauskas Jr. (Phoenix, AZ) provides marketing consultation and coaching services to firms who wish to provide qualified leads to their sales force rather than have them spend productive work time cold calling. He is the author of the self-published hit Cold Calling Is a Waste of Time.

Book Dimension

length: (cm)22.9 width:(cm)15.2

作者介绍:

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标签

营销

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评论

从战胜自己的心理，到实践技巧，都非常值得学习，害怕拒绝是每一个人都会有的，喜欢只写邮件的人们，得到的拒绝更多，不过感受会舒服些，而且还为自己找了很多借口。

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书评

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