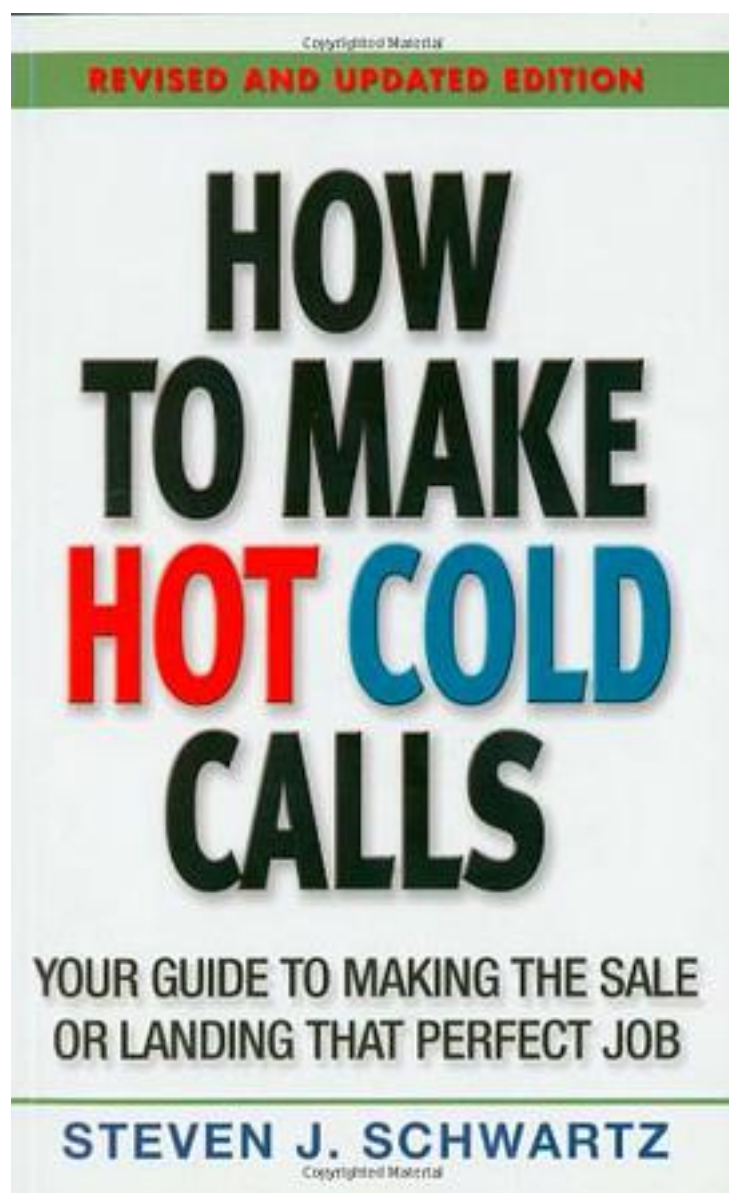


How To Make Hot Cold Calls



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This new edition includes a larger focus on the language of sales and words that work. Also expanded material on effective phone communications and ways to develop trust with potential clients. How To Make Hot Cold Calls is the most informative and easy to use book for techniques on how to contact clients - and make that sale. "This book is definitely worth reading. Steven Schwartz provides a recipe that is easy to follow and vastly improves the chances of a successful call. I have been so impressed that I have used Steven as a persona coach as have many of my colleagues." - Robert Rossman, Managing Director, Credit Swiss First Boston "Delightfully engaging and highly effective. I recommend it highly." - Rob Brickman, Consulting Principal, IBM Canada "By using Steven's techniques, I was able to land the job I wanted with a Fortune 500 company. This system showed me exactly how to get the decision-maker on the phone and get the appointment. I continued to apply the techniques in the first meeting and secured the job on the first interview If you read this book before searching for your next job, it will cut your time by more than half and give you're the confidence to get the job you really want." - Tayna Sampson, MBA 2000, Schulich School of Business

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