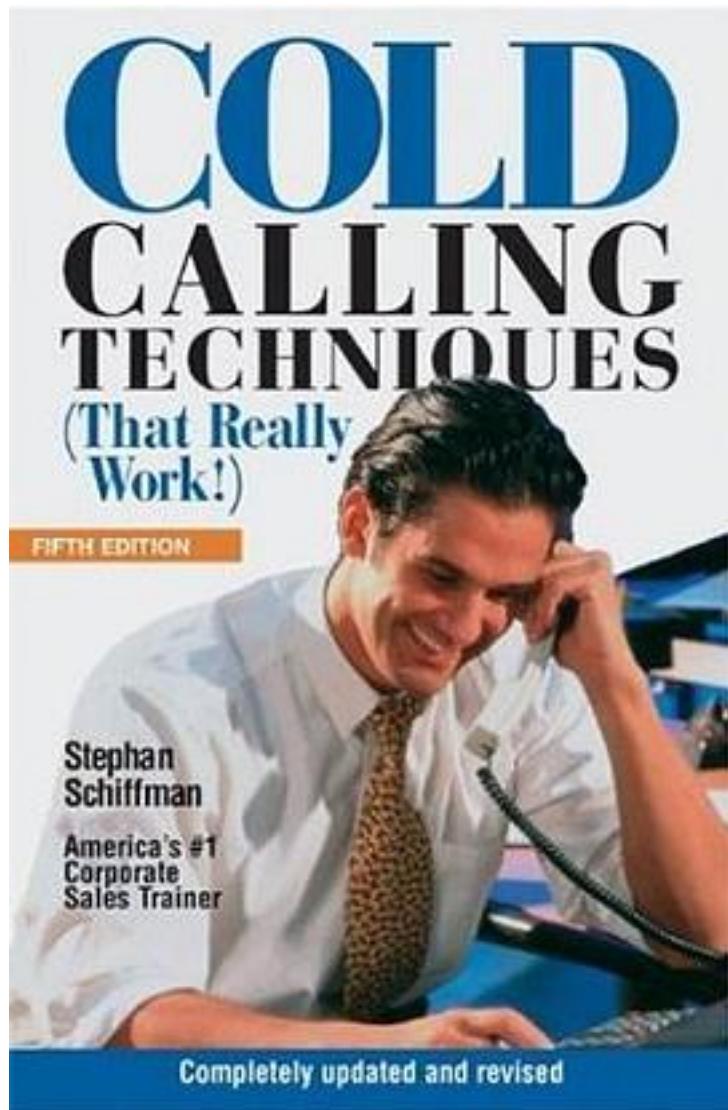


Cold Calling Techniques



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Follow the advice of Stephan Schiffman-America's #1 Corporate Sales Trainer-and take your career to the next level. This special anniversary edition of his perennial bestseller, Cold Calling Techniques (That Really Work!) , provides you with all of the right tools for turning prospects into meetings, and meetings into big sales. This easy-to-follow guide will help you beat today's cold calling obstacles such as voicemail, caller ID, cell phones, and e-mail. Schiffman's professional experience and corporate wisdom guarantee your future success. Providing online resources, the anniversary edition of Cold Calling Techniques packs in plenty of potential leads to help you hunt down more business. Give yourself the edge. Cold Calling Techniques is the one book you need to make your sales opportunities better, pitches stronger, and commissions greater.

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