Never Cold Call Again: Achieve Sales Greatness without Cold Calling



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NEVER COLD CALL AGAIN: ACHIEVE SALES GREATNESS WITHOUT COLD CALLING

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John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, Never Cold Call Again: Achieve Sales Greatness without Cold Calling, Frank J. Rumbauskas, "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...

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