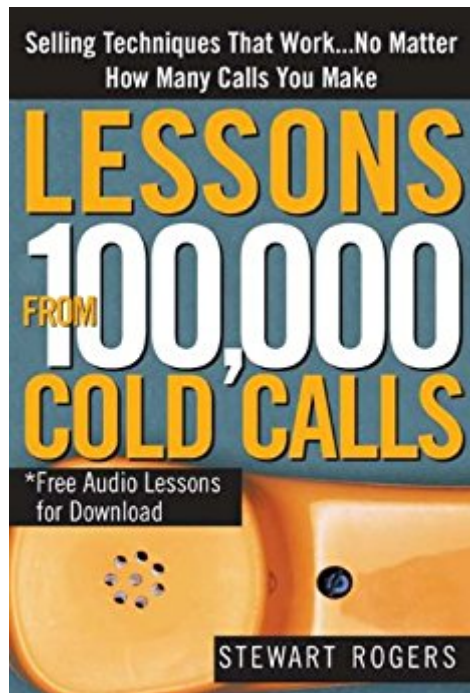


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# Lessons From 100,000 Cold Calls: Selling Techniques That Work...No Matter How Many Calls You Make



## Synopsis

Stewart Rogers has made 100,000 cold calls...and lived to tell about it. Now, in *Lessons from 100,000 Cold Calls*, this veteran sales pro shows salespeople how to cold call their way to success. Compiling his lessons and techniques into an easy-to-use guide, Rogers shows salespeople how to:

- Set realistic, yet challenging goals
- Build a master database of sales prospects
- Write simple yet powerful scripts
- Build immediate and intimate trust by phone
- Sell concept and credibility in 60 seconds
- Sell ethically by phone

Free audio samples available for download online will help readers hone their phone and selling skills. B2B telemarketing is as hot as ever, and *Lessons from 100,000 Cold Calls* is the one book salespeople need.

## Book Information

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## Customer Reviews

Great book, especially if you are new to the telesales game. There is a lot of common sense in the book if you have ever been around sales, but I felt like it was worth the time and money to read. I would recommend it.

This book provides you with the information and tools to be successful at B2B telemarketing. From new ideas, to common sense, but overlooked approaches - This book has it all. Give it a chance, and your bank account will thank you.

Despite how much I read, this is only the second time I've written a review on , but after going through this book twice I felt compelled. First off, I don't know this author and only bought this book out of curiosity as I was buying another title. I remember coming across it on a few times over the last year as I searched "cold calling", "sales" and "prospecting" and frankly can't remember why I passed on it. My guess is because it wasn't reviewed and so I assumed that it wasn't good and/or popular. Big mistake!!! read a fair amount on the subject of sales, business, and prospecting and while I'm always able to get something useful, most of the time I feel like I'm reading the same stuff over and over again. This book doesn't necessarily offer anything groundbreaking, but it has helped me to improve my cold calling approach and attitude after two quick reads - not many books actually "stick" like that. What this book contains is real world advice for cold calling business-to-business that you can use today. No goofy or cheesy approaches, nothing shady or manipulative, just very usable ideas on a subject that all salespeople struggle with. In some ways it serves to reaffirm, from a successful cold-calling veteran, what we already know but also offers insights and processes from a guy who has been in the trenches and I imagine still is. Calling business decision makers each day I think many of us question whether we're using the right approach, or if we're losing opportunities because we're doing something wrong, or if there's a secret out there that we don't know about - this book serves as a great reminder that it's not about tricks and gimmicks instead it's about having a system, practicing it, working hard, and sticking with it. Very nicely done and highly recommended.

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