



Cold Calling: Making Successful Calls Every Time

Jan Robertson

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With the ever increasing pressure to drive sales, it is important to develop the essential skills to find new business and win those sales. Either it is for your own business or to meet this month's sale quota, it is not always that simple just to pick up a phone to cold call and get a sale. It is not easy to strike a deal through calls but this book will show you all you need to overcome cold calling obstacles. Our solution is simple and we will show you how to get your calls answered, defeat customer hesitation, and ultimately develop a professional relationship to win more sales.

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