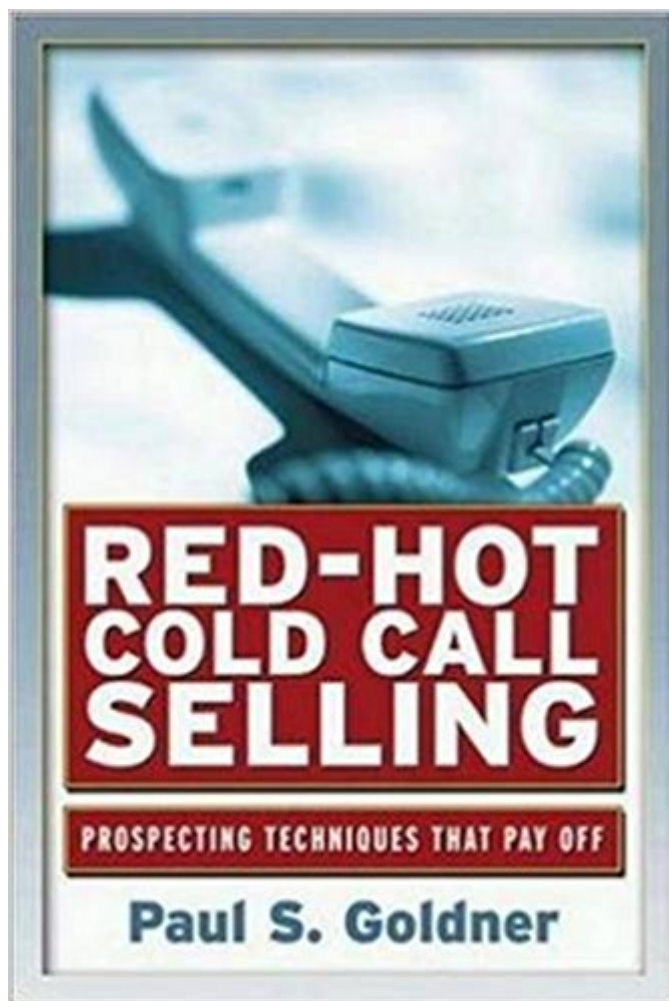


The book was found

# Red-Hot Cold Call Selling: Prospecting Techniques That Pay Off



## Synopsis

This guide contains proven tips and techniques for successfully employing the "cold call" in the selling cycle, giving readers the competitive edge they need for achieving big profits. The book is filled with ideas for increasing success, ideas that have worked for the author time after time. It outlines a step-by-step approach to developing a complete selling system that works, including: how to become "rejection proof"; how to dissect the cold call; how to create a personalized script; and how to enhance the probability of success by following the "ten commandments of prospecting".

## Book Information

Paperback: 160 pages

Publisher: AMACOM; 1st Edition edition (October 2, 1995)

Language: English

ISBN-10: 0814478808

ISBN-13: 978-0814478806

Product Dimensions: 9 x 6 x 0.5 inches

Shipping Weight: 9.6 ounces

Average Customer Review: 4.1 out of 5 stars [See all reviews](#) (14 customer reviews)

Best Sellers Rank: #1,349,087 in Books (See Top 100 in Books) #100 in [Books > Business & Money > Marketing & Sales > Marketing > Telemarketing](#) #2535 in [Books > Business & Money > Marketing & Sales > Advertising](#) #3363 in [Books > Business & Money > Marketing & Sales > Sales & Selling](#)

## Customer Reviews

This book is a good introduction to cold calling, especially for someone who has never cold called, or never done it successfully. From personal experience, I know the challenges of cold calling, and how intimidating it can be. But like anything else, you'll get out of it what you put into it. I really like how the author starts the book. He begins by telling the reader about his early efforts in cold calling, or perhaps more accurately - his efforts at AVOIDING cold calling. He was initially so afraid to pick up the phone that he didn't make any calls. As a result, he made no sales and lost his job shortly thereafter. As one who struggled with this "cold calling fear" in my first sales job, I could certainly relate. The author then delves into the "anatomy" of a cold call - basically 1) What to say, and 2) When to Say It. Overcoming objections is also covered, as is some basic information about identifying your target market segment. The scripts are pretty generic, but easy to learn. Obviously, you will need to customize them a bit to fit your particular product and style. The only real problem I

have is that the scripts are designed to get an appointment...no matter what. In other words, there are no qualifications steps, and sales people who follow this program may get more appointments, but those appointments might not lead anywhere if the prospect isn't qualified. Though he addresses this somewhat in his "target market" explanation. The author also somewhat dances around the idea of "lying" to the prospect as to the reason of the call. He says that you should say "The reason I'm calling is because I sent you something in the mail," when he didn't.

[Download to continue reading...](#)

Red-Hot Cold Call Selling: Prospecting Techniques That Pay Off Red-Hot Cold Call Selling:  
Prospecting Techniques That Really Pay Off Cold Calling: for beginners - Cold Calling Techniques  
that work - Cold Calling Tips (Cold Calling Techniques that work for beginners - Cold calling sales  
Book 1) How to Pay Off Student Loans Faster: The Ultimate Guide to Pay Your College Loan  
Fanatical Prospecting: The Ultimate Guide to Opening Sales Conversations and Filling the Pipeline  
by Leveraging Social Selling, Telephone, Email, Text, and Cold Calling Fanatical Prospecting: The  
Ultimate Guide for Starting Sales Conversations and Filling the Pipeline by Leveraging Social  
Selling, Telephone, E-Mail, and Cold Calling Selling on eBay: 44 Killer Profitable Items To Sell on  
eBay From Garage Sales, Thrift Stores, Flea Markets and More! (selling on ebay, ebay, ebay  
selling, ... ebay marketing, ebay selling made easy,) Hot Sauce!: Techniques for Making Signature  
Hot Sauces, with 32 Recipes to Get You Started; Includes 60 Recipes for Using Your Hot Sauces  
Small Time Operator: How to Start Your Own Business, Keep Your Books, Pay Your Taxes, and  
Stay Out of Trouble (Small Time Operator: How to Start Your ... Keep Yourbooks, Pay Your Taxes,  
& Stay Ou) How I Conquered Call Reluctance, Fear of Self-Promotion & Increased My Prospecting!  
The Prospecting Mentality: How to Overcome Call Reluctance, Procrastination and Sleepless Nights  
Hot Hot Hot The Snazzy Jazzy Nutcracker: Hot, Hot, Hot in 1929! Builder's Guide to Cold Climates:  
A Comprehensive Guide to the Best Cold-Climate Building Techniques THE COLD CALLING  
SECRET: Discover the NEW ground-breaking cold calling techniques that get results! Readable on  
Kindle, PC, Mac or iPad The Sales Mastery Academy: The Selling Difference - From Prospecting to  
Closing (Made for Success Collection) (Made for Success Collections) Hot Chicken Cookbook: The  
Fiery History & Red-Hot Recipes of Nashville's Beloved Bird Paint Red Hot Landscapes That Sell!:  
A Sure-Fire Way to Stop Boring and Start Selling Everything You Paint in Oils Lessons from  
100,000 Cold Calls: Selling Techniques That Work...No Matter How Many Calls You Make Making  
Enterprise Risk Management Pay Off: How Leading Companies Implement Risk Management

[Contact Us](#)

[DMCA](#)

[Privacy](#)

[FAQ & Help](#)