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THE COMPLETE IDIOTS GUIDE TO COLD CALLING



ALPHA. Paperback. Book Condition: New. Paperback. 336 pages. Dimensions: $8.9 \text{in.} \times 6.0 \text{in.} \times 0.8 \text{in.} \text{Does this sound familiar If I could get in front of the prospect, the rest of the selling process becomes easier. Its just getting in front of them thats the challenge. The fact is most cold calling efforts are doomed from the start. Salespeople lose sales not due to a lack of effort but because they lack a prospecting system they are comfortable with and can trust...$

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- Authored by Keith Rosen
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