



Successful Cold Call Selling: Over 100 New Ideas, Scripts, and Examples From the Nation's Foremost Sales Trainer

By Boyan, Lee

AMACOM, 1989. Book Condition: New. Brand New, Unread Copy in Perfect Condition. A+ Customer Service! Summary: For one of the fastest growing segments of the sales profession, this second edition is welcome. Offering hundreds of new ways to break the ice and complete a sale, it also gives classic tools from the first edition, proven by sales reps and managers. "Ideal for new and veteran sales reps alike, here is the perfect primer for a tough, rewarding job".--The Wall Street Journal.

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