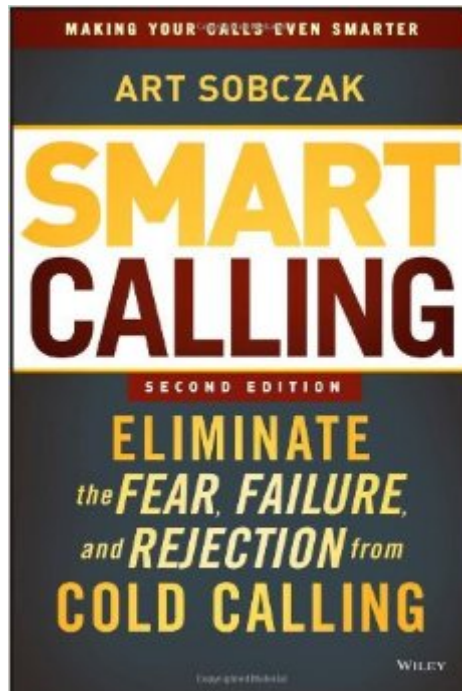


The book was found

Smart Calling: Eliminate The Fear, Failure, And Rejection From Cold Calling



Synopsis

Proven techniques to master the art of the cold call Cold calling is not only one of the fastest and most profitable ways to initiate a new sales contact and build business; it's also one of the most dreadedâ for the salesperson and the recipient. Smart Calling has the solution: Art Sobczak's proven, never-experience-rejection-again system. Now in an updated 2nd Edition, it offers even smarter tips and techniques for prospecting new business while minimizing fear and rejection. While other books on cold calling dispense long-perpetuated myths such "prospecting is a numbers game," and salespeople need to "love rejection," this book will empower readers to take action, call prospects, and get a yes every time. Updated information reflects changes and advances in the information gathering that comprises the "smart" part of the calling Further enhances the value and credibility of the book by including more actual examples and success stories from readers and users of the first version Author Art Sobczak's monthly Prospecting and Selling Report newsletter (the longest-running publication of its type) reaches 15,000 readers, and Smart Calling continues to rank in the Top 20 in the Sales books category on .com and has sold over 20,000 copies Conquer your fears and master the art of the cold calling through the genius of Smart Calling, 2nd Edition.

Book Information

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Customer Reviews

I have recently started a new business and I have to cold-call to bring on new customers. It's something I have done previously and I absolutely HATED it, so returning to it was filling me with dread. However, as the success of my new business will hinge on my ability to cold call, I decided I had to do something about it. Art Sobczak's book has given me a whole new outlook on calling as a way of generating business. The main reason I disliked cold calling so much is because I used to

struggle with rejection, and I also consider myself to be a friendly, easy going person so I didn't like the way that cold calling always feels like a battle with the person on the other end, and I didn't enjoy annoying them. Due to reading this book, I now see that cold calling doesn't have to be (and hasn't since I've started doing it again) a constant battle. Cold calling is now just a part of my day, the same as all the other tasks I do. Gone are the days when I'd do any task other than making a cold call, even though I knew it was the one thing I needed to be doing most. If I have a list of 50 telephone numbers I want to dial, I can now just chip through it easily rather than call zero, one or two of them and give up. For me I'm lucky in that I am naturally quite a good salesperson, and can handle inbound and face to face sales pretty well. Outbound calling was almost a phobia for me, but now it definitely isn't. The main reason I purchased this book was to cure this phobia, and for my business it is the best \$10 I'll ever spend.

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