



# **RED-HOT COLD CALL SELLING**

**PROSPECTING TECHNIQUES THAT PAY OFF**

**Paul S. Goldner**

# Red Hot Cold Call Selling

**Dale FURTWENGLER**

A red circular graphic with a gradient, appearing as a stylized arrow or a partial circle, located to the right of the author's name.

## **Red Hot Cold Call Selling:**

Red-hot Cold Call Selling Paul S. Goldner, 1995 Drawing on the author's vast enthusiasm and insights acquired over a successful career this book outlines valuable strategies and techniques for developing a complete selling system that works Readers will learn what sales prospecting really is and why it's a key element in any winning sales formula **Red-hot Cold Call Selling** Paul S. Goldner, 2006 Completely revised with fresh examples and all new chapters the second edition of Red Hot Cold Call Selling reveals the secrets strategies and tips readers can use to elevate their prospecting skills and take their sales into the stratosphere Readers will learn how they can define and target their ideal market and stop squandering time energy and money on unfocused prospecting develop a personalized script utilizing all the elements of a successful cold call get valuable information from assistants and then get past them view voice mail not as a frustrating barrier but as a unique opportunity Red Hot Cold Call Selling is a vital resource for all sales professionals brimming with field proven techniques that work in any industry The book includes new information on using the Internet for research and prospecting cold calling internationally using e mail instead of calling and much more *Red-Hot Cold Call Selling* Paul S. Goldner, 2006-07-06 This guidebook is a vital resource for all sales professionals brimming with field proven techniques that work in any industry Completely revised with fresh examples and all new chapters the second edition of Red Hot Cold Call Selling reveals the secrets strategies and tips you can use to elevate your prospecting skills and take their sales into the stratosphere You will learn how you can define and target your ideal market and stop squandering time energy and money on unfocused prospecting develop a personalized script utilizing all the elements of a successful cold call get valuable information from assistants and then get past them view voice mail not as a frustrating barrier but as a unique opportunity Red Hot Cold Call Selling includes new information on using the Internet for research and prospecting cold calling internationally using e mail instead of calling and much more *Contrary to Popular Belief Cold Calling Does Work!* 2 Barry D. Caponi, 2011-05-24 DO YOU STRUGGLE WITH THE FOLLOWING WHEN ATTEMPTING TO SET APPOINTMENTS Finding the time to make the calls Figuring out how many calls are necessary to hit your goals Staying organized once you've got more than a few pursuits going simultaneously Making your territory and targets warmer over time Incorporating social media concepts and Sales 2.0 methods into your process Making your CRM or other automation work for you instead of against you In Volume I we addressed the concept of effectiveness as why would one want to make any more appointment setting calls than necessary In this book you'll discover that the common challenges listed above plus many others are hurting your efficiency causing you to work longer hours and make less money After reading this book you'll know exactly how to address the biggest challenge to your success the need to get in front of more prospects in less time Additionally you'll realize you only have three sources for initial appointments lead generation programs networking and referrals and cold calling and that all three require the ability to set appointments You'll also learn that it makes no difference whether your target is warm or cold the basic process for

each call is identical Lets face it Even referrals say no theyre just nicer about it When you understand this youll discover why all sales professional should have the skills tools and processes to be both effective and efficient at this critical responsibility This comprehensive easy to understand easy to follow guide to successful appointment setting is written by Barry Caponi one of Americas foremost thought leaders on all aspects of the subject Hundreds of companies throughout the world have dramatically increased their total number of new appointments by implementing the only appointment setting methodology that addresses both effectiveness and efficiency This volume the second in a two book set will help you master the science of setting appointments in less time with less effort once and for all

### **Contrary to Popular Belief—Cold Calling Does**

**Work!** Barry D. Caponi, 2011-06-03 DO YOU DO THE FOLLOWING WHEN ATTEMPTING TO SET APPOINTMENTS Ask How are you today or Do you have time to talk to begin a call Continually modify your value proposition thinking that the perfect one will stop the nos Never leave voice mails because you think theyre a waste of time Use tricks to get gatekeepers to put you through Believe the target is being truthful when they tell you why they dont want to meet Attempt to counter their first conditioned knee jerk response with logic p After reading this book youll discover that these common mistakes plus many others are hurting your effectiveness causing you to work harder and make less money Youll also know exactly how to address the biggest challenge to your success the need to get in front of more prospects in less time Additionally youll realize you only have three sources for initial appointments lead generation programs networking and referrals and cold calling and that all three require the ability to set appointments Youll also learn that it makes no difference whether your target is warm or cold the basic process for each call is identical Lets face it Even referrals say no theyre just nicer about it When you understand this youll discover why all sales professional should have the skills tools and processes to be both effective and efficient at this critical responsibility This comprehensive easy to understand easy to follow guide to successful appointment setting is written by Barry Caponi one of Americas foremost thought leaders on all aspects of the subject Hundreds of companies throughout the world have dramatically increased their total number of new appointments by implementing the only appointment setting methodology that addresses both effectiveness and efficiency This volume the first in a two book set will help you master the art of setting appointments whether they are warm or cold once and for all

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growth and build loyalty Packed with insights and tools this handbook equips you to excel in a competitive environment

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