



Cold Calling Techniques (That Really Work!)

Stephen Schiffman

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The definitive guide to cold calling success!

For more than thirty years, Stephan Schiffman, America's #1 corporate sales trainer, has shown millions of salespeople how to close a deal. In this newest edition of *Cold Calling Techniques (That Really Work!)*, he'll show you why cold calling is still a central element of the sales cycle and where to find the best leads.

Updated with new information on e-mail selling, refining voice-mail messages, and online networking, his time-tested advice includes valuable discussion points that you'll need to cover in order to effectively present your product or service and arrange a meeting. Schiffman teaches you how to use his proven strategies to:

- Turn leads into prospects
- Learn more about the client's needs
- Convey the ability to meet the client's demands
- Overcome common objections

With *Cold Calling Techniques (That Really Work!)*, 7th Edition, you'll watch your performance soar as you beat the competition and score a meeting every time!

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