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Lessons from 100,000 Cold Calls: Selling Techniques That Work...No Matter How Many Calls You Make

Stewart Rogers

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Stewart Rogers has made 100,000 cold calls...and lived to tell about it. Now, in Lessons from 100,000 Cold Calls, this veteran sales pro shows salespeople how to cold call their way to success.

Compiling his lessons and techniques into an easy-to-use
guide, Rogers shows salespeople how to:

-Set realistic, yet challenging goals
-Build a master database of sales prospects
-Write simple yet powerful scripts
-Build immediate and intimate trust by phone
-Sell concept and credibility in 60 seconds
-Sell ethically by phone

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