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Bob Etherington

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COLD CALLING FOR CHICKENS



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Bob Etherington : Cold Calling for Chickens before purchasing it in order to gage whether or not it would be worth my time, and all praised Cold Calling for Chickens:

0 of 0 people found the following review helpful. Decent read! Had a few useful points. By david g kuhnI gave this book 3 stars because I found its content pretty average, meaning it had a few useful points worthy of incorporation into my overall sales strategy. It also contained a lot of what I consider to be old sales methodology. If you are new to sales, it is a worthwhile read. If you have been at it for 10yr or more, I would be less inclined to suggest it as a new source of yet uncovered sales technology. 0 of 0 people found the following review helpful. Five StarsBy

AquialgoShould have been called "Warm Calling instead" Still Worth the read!0 of 0 people found the following review helpful. Increased my bottom line!By michael tootelian5 Stars!!! Not just a way to get over fear of cold calling but very intelligent, new and up to date sales training. I pick up many new and very useful techniques for selling!

ldquo;Cold callingrdquo; ndash; making contact with strangers ndash; is the biggest fear confronting businesspeople, especially those who work in sales and marketing. ldquo;Put me in front of a customer and I can persuade them to buy anything hellip; just donrsquo;t ask me to cold call!!rdquo;Yet cold calling is unavoidable and something which has to be done (and not just in sales and marketing) if you are to sell and make people aware of your business. This book, based on a very successful course given to thousands of people, shows the art and science of making first contact with complete strangers. The secret is in the preparation and approach, rather than having the gift of the gab, that will enable even yellow-bellied chickens to make that call with confidence.

About the AuthorThe author is a charismatic and inspiring speaker with a background in sales, working for Rank Xerox, Grand Metropolitan and Reuters. Today, he runs his own training company, SpokenWord.