

# Take the Cold Out of Cold Calling

by Sam Richter

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Reviewed by Lauren Segelbaum

When I was in college in the 1980s, I did not have a computer let alone the Internet. I am thinking that today in colleges across the country there are courses entitled, "How to Search the Internet and Get What You Were Looking For." When I was reading this book I had a lot of "aha" moments. Maybe a 22-year-old reading this book would say: Duh, I know this, I learned it in college.

I am pretty grateful for Sam Richter's book, *Take the Cold out of Cold Calling-Web Search Secrets* as it may save me from having to enroll in this hypothetical course.

When not writing book reviews as a hobby, I support the sales staff of a small company. One of my many responsibilities is developing new business. I usually find potential prospects in a newspaper or magazine article written on the company or its leaders. After reading the article I then go to my computer and try to find out their contact information. Sometimes the one search engine I use hits on it immediately and sometimes I spend hours trying to weed through multiple hits to find what I am looking for. This book is my new best friend. It provides the reader with some very valuable information on getting to what you need a whole lot quicker.

*Take the Cold Out of Cold Calling* is a reference guide and as author Sam Richter points out, "It is not designed to teach you the art and skill of selling." This book will enable you to decrease the amount of time spent looking for information, and what you do find will provide brilliant value. He discusses in depth the power of Google, Yahoo search tips, other great search engines, the "Invisible Web," and premium information sources.

"Sam's Tips" on each page simplifies his key points and allows you to reference the information easier. Even better is the Web Search Quick Reference Guide at the end of the book.

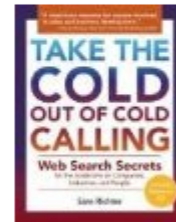
Leave this open at your desk, impress your boss!

Armchair Interviews agrees.

Author's Web site: <http://www.TakeTheCold.com>

***From our armchair to yours...***

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[Take the Cold Out of Cold Calling](#)

Sam Richter