

"A must-have resource for anyone involved in sales and business development."

—Harvey Mackay, New York Times #1 Bestselling Author, *Swim With the Sharks*

TAKE THE COLD OUT OF COLD CALLING

Web Search Secrets

Know More Than You Ever Thought You Could (or Should)
About Your Prospects, Clients and Competition

Sam Richter
3rd Edition

Includes
Online
Resource
Center

This Best Seller is Guaranteed to Make You a Best Seller.

Don't let the title fool you. If you are involved in sales in any way, you've "cold called." When you meet with a prospect or client and don't fully understand them, you're "winging it."

*"What Sam teaches is the secrets on how to find information and then how to apply it to impress any person, any time."
Keith Ferrazzi, Bestselling Author, Never Eat Alone*

The award-winning and "five star" reviewed *Take the Cold Out of Cold Calling* is a fascinating journey into the world of Sales Intelligence and information, how to easily find it, and how to apply it to ensure you're prepared for every meeting every time. Studies show that when you practice Sales Intelligence techniques like those in this book, that you'll be twice as effective at closing business compared to your competition.

Thousands of books teach you how to sell. Many books teach you how to find data. This is the only book that combines theory with the practical applications you need to win.

Includes full access to the online Warm Call Center and downloadable toolbar, making it easy to practice what you learn.

*"If you can't have Sam work with every employee who faces customers and drives sales, the next best thing is his book."
William Rohde, President, Travelers Insurance*

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