

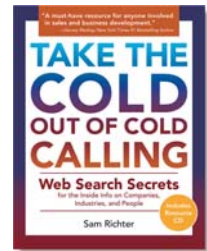
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## Take the Cold Out of Cold Calling Book Reviews

“The must-have resource to win new business and provide exceptional client value.”

Harvey Mackay

New York Times #1 Bestselling Author - Swim With the Sharks

“A good salesperson does research on companies; a great salesperson does research on people and the things they care about. Anyone can look at a company's Web site. What Sam teaches is the secrets on how to find inside information and then how to apply it to impress any person, any time.”

Keith Ferrazzi, Founder & CEO

Ferrazzi Greenlight

Bestselling Author, Never Eat Alone

"Sam Richter has done the heavy lifting for all of us who depend on new customers to grow our business. He offers a very rigorous, but easy-to-use book on the information science behind successful selling. Read it before your competitors do."

Pat Fallon, Chairman of Fallon Worldwide

Co-author of Juicing the Orange, How to Turn Creativity into a Powerful Business Advantage

“Want to heat up your sales and your business? This book will do that for you...and more. If you follow Sam's plan, you're almost guaranteed to get results.”

Rieva Lesonsky, Editorial Director

Entrepreneur Magazine

“The number one thing buyers dislike about salespeople is their lack of preparation. Take The Cold Out of Cold Calling is a manifesto for salespeople who want to connect rather than merely contact prospects. It is amazingly thorough. You'll have an unfair advantage over your competitors as soon as you start applying this powerful information. Take the Cold Out of Cold Calling grabs you by the fingers and shows you why and how to search the Internet quickly. Sam Richter tells you how to access incredible amounts of information about prospects or customers in just minutes. Then (and this is the brilliant part) Sam guides you through a step-by-step process for converting this information into a powerful approach to prospects and customers. You will never talk to a stranger again. You will know everyone you call and they will know you want to add value.”

Chris Lytle, Author

The Accidental Salesperson

"Take the Cold Out of Cold Calling is a great book with practical advice to make anyone comfortable pitching their products and services to any organization. Sam really demystifies the selling process and he's laid out a simple plan to make every sales call a success."

Sabrina Parsons, CEO

Palo Alto Software - Award-Winning and Best-Selling Business Plan Pro and Marketing Plan Pro

"Sam Richter 's ingenious strategies for researching prospective clients online are invaluable for salespeople. Using the info they uncover, savvy sellers can craft enticing account-entry campaigns, position themselves as trusted advisors and shorten their sales cycle. Get Take the Cold Out of Cold Calling now."

Jill Konrath, Author, Selling to Big Companies

Chief Sales Officer, SellingtoBigCompanies.com

"Sam has de-mystified the process of acquiring and interpreting knowledge on customers. This is a profoundly practical, pragmatic, and accessible book that cuts through the complexity and offers immediate value."

Philip R. Styrlund, President

The Summit Group

"Rules for Cold Calling Success:

Rule #1: Do your homework. Research your prospect so that you will be credible and so your conversation is to the point.

Rule #2: Then (and only then) call your prospect.

Rule #3: Research just got easier. Buy Sam Richter 's book, Take the Cold Out of Cold Calling . I was amazed at the amount of information that is available online and how easy it is to access it all."

Wendy Weiss

The Queen of Cold Calling and author of Cold Calling for Women

"A key to sales success is timing - when opportunity meets preparation. Fate favors the well prepared and Sam teaches you how to leverage the Internet to search for 'Trigger Events' and be better prepared for calls to highly motivated decision makers who recently experienced a such an event. If you are looking to get one-step ahead of your competition then Take the Cold Out of Cold Calling is the competitive edge you are looking for."

Craig Elias, Creator of Trigger-Based Selling™

Chief Catalyst, SHiFT Selling, Inc.

"To succeed as an entrepreneur or executive in today's global environment, you need to sell: yourself, your product or your services. To sell you need to prepare. To prepare you need to get the right information. To get the right information, you need Take the Cold Out of Cold Calling . Read it and keep it handy for all your preparation. The bigger the Web gets, the more you will need this book. Keep it with you at all times."

Dileep Rao, Ph.D., Adjunct Professor, University of Minnesota

Venture Development Consultant, InterFinance Corp.

“In this book, Sam Richter explains why information about your prospect has become more important than mastery of the greatest sales skills. He then teaches you how to find that information, incorporate it with your market strategy and sales skills, and achieve sales excellence. If you're serious about being a successful 21st century sales professional, you must read this book.”

Jim Blasingame

Award-winning host of The Small Business Advocate Show and creator of the small business knowledge base, AskJim.biz

“Sam Richter 's book on cold calling will bring professionalism and common sense back into prospecting for new customers.”

Tom Schaber, President

Selling Dynamics

“Virtually every book about selling should be required to display this cautionary label: ‘Warning: the sales advice you are about to read skips the most important part. Good luck.’ Sam Richter 's Take the Cold Out of Cold Calling is the exception. It's the first and last word on selling in today's information society.”

Michael Benidt & Sheryl Kay, Founders

Golden Compass, Inc.

"If information is power, here is a book that will make you more powerful. This book couldn't come at a better time. We live in a world of information overload. This book is a guide to easily accessing and harnessing the right information. Richter gives us the tools we need."

Howard Liszt, Retired CEO

Campbell Mithum Esty Advertising

"If you want to succeed in business today, you need to know how to find better information online....faster. This book tells you how to do it. So get it."

Robert Stephens, Founder

The Geek Squad

“So often, business books are theoretical, leaving the reader to figure out how to apply the information. Take the Cold Out of Cold Calling is the opposite—the reader can immediately apply the theories and techniques to become dramatically better at value selling by harnessing the power of the Internet in a sophisticated, yet easy-to-use way. Any person—whether a businessperson or not—can benefit from this information.”

Judith Cone, Vice President

Ewing Marion Kauffman Foundation

“Sam Richter has blended his extensive knowledge and experience in creating lasting professional relationships with his extraordinary information search background to produce a book that is both readable and instructive. His approach will enhance your misunderstood realm of connecting with customers you do not know.”

Christopher P. Puto, Ph.D., Dean and Opus Distinguished Chair  
Opus College of Business  
University of St. Thomas

“If you are in sales, this book is a must read! It is imperative that sales people adapt to the new world of selling, in which buyers expect sales people to be knowledgeable and prepared. Sam Richter provides invaluable insight in his book and empowers sales people to do their homework quickly and easily. Those who adapt, thrive! Those who don't, become extinct.”

Lee B. Salz, President  
Sales Dodo  
Author: Soar Despite Your Dodo Sales Manager

“Most business books will provide you with two or three good ideas. This book will provide you with dozens. After reading it, you will have the resources necessary to be better prepared than your competition, and better prepared to sell to new and existing customers.”

Don MacPherson, President  
Modern Survey

“Take the Cold Out of Cold Calling is a book I recommend to all of the companies in our portfolio. The techniques learned from the book provide almost immediate returns, and our sales professionals have been able to convert their tough leads immediately. Sam has captured and shares fantastic ideas that will be converted into sales revenue for you and your company. This book is on the must-read list for all sales people and business owners.”

Dan Mallin, Managing Director  
SDWA Ventures

"Albert Einstein once said: The secret to creativity is knowing how to hide your sources!" If you want to be a top salesperson and discover outrageously effective resources to connect with your clients - then this book is for you!!"

Kim Duke  
The Sales Divas Inc.

“Sam is all about substance. The concept of practical self-education about prospects (and clients) is a must for anyone who wants to grow their revenue... including any professional. The book is rock solid, fun to read and worth far more than the minutes and the money you need to put into it. I intend to share it with every one of my clients—and know they'll all profit from Sam's wise work.”

Betsy Buckley, President and Chief Rainmaker  
WHAT MATTERS, Using EveryDayRain™

"Sam's book empowers sales and busy managers by showing them how to efficiently gather and organize Customer Intelligence using the Internet, Invisible Web, premium databases, public libraries and more. Adopt these practices and learn about your customers before the Sales Call: you'll never Cold Call again!"

Ellen Naylor, President

Business Intelligence Source: specializing in Sales and Marketing Intelligence

"Take the Cold Out of Cold Calling does an amazing job of guiding you through the steps necessary to become a successful sales professional. This might just be your last purchase of a "how to" sales manual."

Lori Kiser-Block, President

FranChoice

"Take The Cold Out Of Cold Calling unlocks fundamental secrets about how to take a disciplined and expert approach for mining research on-line to get you to a sales "close" more effectively and quickly. Sam leverages his vast experience and knowledge about maximizing the vast information resources found on the Internet in a straightforward, easy-to-digest manner that elevates his book above the mass of meaningless and impersonal "how to" books. Take The Cold Out Of Cold Calling is a transforming treasure trove of wise counsel. It is destined to become THE benchmark for achievers and entrepreneurs to realize their dreams by leveraging information available to everyone on the Internet that will lead to the opening of doors of opportunity, new relationships and financial enrichment."

Greg Heinemann, Managing Partner

Denali Marketing

"Prospecting for new business is the life blood of every sales organization. The techniques that Sam details in this book provide a wealth of practical tools that will help you find the decision makers and the information you need to make your product or service relevant to them. Sam's book is required reading for all my sales people."

Scott Severson, President

ARAnet, Inc.

"Given the amount of time we all now spend searching on the Internet, Sam's book makes me tremendously more effective and saves valuable time. It will be assigned reading for our entrepreneurship students."

John D. Stavig, Professional Director

Gary S. Holmes Center for Entrepreneurship

Carlson School of Management , University of Minnesota

"Take the Cold Out nails it. The key to value-added sales is meaningful relationships and the key to meaningful relationships in knowing your audience. What's more, Sam provides not just the theory but the tools and tips to gather the relevant information."

Bruce Langer, Investor

Tealwood Asset Management

"Wow! Timely, relevant, thoughtful, and 'everyday usable.' Sam delivers direction and guidance for arming sales and marketing folks to maximize influence and drive results. His work has immediate application for businesses of all sizes and can really level the playing field for businesses that customarily have less access to information and strategic resources."

David Kristal, CEO  
Augeo Marketing

"If you're not selling value in your sales and customer management efforts, then you could very well be caught in the 'vendor trap' competing on price. You sell value by understanding your customer's business. Sam Richter gives us a step-by-step guide on how to find what you need to know about your customer's business to help you successfully sell value!"

Dan Kosch and Mark Shonka  
Co-authors of the bestselling book, "Beyond Selling Value" (Kaplan)

"Sam Richter has distilled all the best methodologies for Internet research into one place. If you thought Google was the ultimate Internet search tool, wait until you see how Sam uses Google and other online resources to find information. You'll shout 'Eureka' with every result."

Bob Schoenbaum and Mike Frommelt, Co-Founders  
KeyStone Search

"Sam Richter presents a pragmatic approach to today's sales process. Putting theory to practice, the 'Fourth R' section of 'Relax!' is a simple reference guide that creates a clear path to understanding clients, prospects and industries. Take the Cold Out of Cold Calling will be an essential resource that our team will consult over and over."

David Patchen, President  
MainTrax Response Tracking / Media Efficiency

"If you cannot have Sam Richter in your office or with every employee you have facing customers and driving sales the next best thing is his book. This is a book that is practical and user friendly while at the same time fascinating for what it uncovers in the growing world of information."

William M. Rohde Jr., President, Global Technology  
Travelers

"Read this book before your competitors does! Compelling and practical, this book is a how-to guide to find and win new business."

Michael Lacey, CEO  
Digineer, Inc.

“Sam wrote this book for salespeople, but it's absolutely valid for adding resonance to marketing efforts in complex sales where the relationship needs to be established prior to a sales activity—as well as to extend loyalty after the sale. Marketers spend a lot of time on lead generation, but ongoing nurturing is becoming more important than ever—throughout the entire customer life cycle. In order to make sure your marketing content is focused, relevant, and valuable, you'll need to turn to the Internet for what Sam calls the Fourth R - Research. Go get Take the Cold Out of Cold Calling - you'll be amazed at how streamlined research can impact your marketing & sales efforts.”

Ardath Albee, B2B Strategist, Founder/CEO  
Marketing Interactions

“Sam Richter thinks he has written a book for sales people. I think he has written a book for everyone. Let's face it; in the real world, success is a collaborative effort and depends mostly on who thinks enough of you to help you succeed. In this book, Sam is showing you how to use prior research to help you impress important people and, in so doing, convert them from passive bystanders in your life to pro-active advocates. You need this skill in sales but you need it to succeed in virtually every endeavor.”

Bob Kaufman, President  
Executives in Motion

"Take the Cold out of Cold Calling is so well written and organized now even I can use the Internet to find real information that helps me in my business and personal life."

Murray Death, President  
FasTest Inc.

"I recommend that if you need help making sales calls that you read this book. Sam knows his stuff and we are lucky that he decided to write the book and help us all!"

Molly Kridel, CEO  
JobTracker

"I read Sam's book, "Take the Cold Out of Cold Calling", and loved it! I can't remember the last time I received so much information that was immediately useful. Thank you, thank you!"

Sheila LeGeros, Owner, International Business Consultant & Facilitator  
LeGeros International

## Professional Book Reviews

### ★★★★★ A must for any business looking to attract more clients

By **Midwest Book Review**

Going in cold - knowing nothing about your perspective client. As they say, Knowledge is power - and having no knowledge is having no power. "Take the Cold Out of Cold Calling: Web Search Secrets for the Inside Info on Companies, Industries, and People" is a guide for using the internet as a powerful tool to gain knowledge of clients in advance - and see what they want and what they are looking for, to better apply one's company to appeal to the most clients possible. "Take the Cold Out of Cold Calling: Web Search Secrets for the Inside Info on Companies, Industries, and People" is a must for any business looking to attract more clients and for community library business collections.

### ★★★★★ A Must read!

By **armchairinterviews.com**

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.