



Hot For Cold Calling in 45 Minutes: How to Boost Your Success Rate on the Phone

Tim Taxis

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Nobody likes cold calling. At the same time, the phone is and remains the most effective way to get qualified appointments with new business clients. The question is: How can the initial contact by phone be made genuine, simple, and highly successful? Moreover, how can cold calling be made enjoyable-for you and your customer? The answer lies in this book. Tim Taxis not only shows what you have to do, but above all, how to do it. Tim Taxis' concept is new and unique. Short, incisive, and vital-with countless examples culled from experience and designed for practical application. "Top trainer Tim Taxis has succeeded in something that we haven't seen in a long while: genuinely new approaches in cold calling. These approaches are extremely effective and lend themselves to application seamlessly." Christian Petschik, Vice President Sales, arvato AG - a Bertelsmann company "There are countless books on sales and prospecting. My impression is that they offer old wine in new skins. This book is completely different. It provides brand-new techniques which you've never seen before. With this book you will open the doors of decision makers which have remained closed until now." Chris Debner, Executive Director, Ernst & Young ENJOY THE NEXT 45 MINUTES OF INSPIRATION AND A FULFILLING READ!

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