



Lessons from 100,000 Cold Calls: Selling Techniques That Work...No Matter How Many Calls You Make

Stewart L. Rogers

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Stewart Rogers has made 100,000 cold calls...and lived to tell about it. Now, in *Lessons from 100,000 Cold Calls*, this veteran sales pro shows salespeople how to cold call their way to success.

Compiling his lessons and techniques into an easy-to-use guide, Rogers shows salespeople how to:

- Set realistic, yet challenging goals
- Build a master database of sales prospects
- Write simple yet powerful scripts
- Build immediate and intimate trust by phone
- Sell concept and credibility in 60 seconds
- Sell ethically by phone

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