



Cold Calling Is a Waste of Time

Frank J. Rumbauskas Jr.

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Cold calling, once the preferred method of generating new business for salespeople, has fallen by the wayside in our new Information Age economy. Cold calling has not only become obsolete, inefficient, and ineffective, but has actually become counter-productive with today's high levels of sales resistance because it frequently offends qualified prospects who may have otherwise bought from you had you approached them in a more professional manner. Cold Calling Is A Waste Of Time outlines a powerful system of self-promotion that any salesperson, independent professional, or small business owner can use to generate a consistent supply of hot, qualified leads. Dozens of techniques and ideas are presented and discussed that will enable you to never make another cold call again!

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