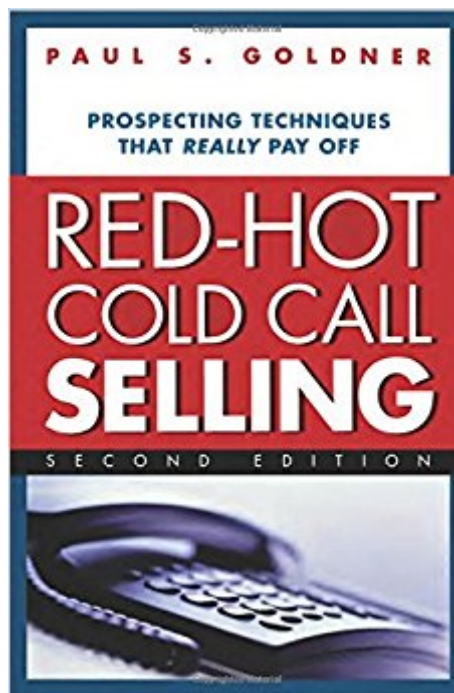




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# Red-Hot Cold Call Selling: Prospecting Techniques That Really Pay Off



## Synopsis

Completely revised with fresh examples and all new chapters, the second edition of Red-Hot Cold Call Selling reveals the secrets, strategies, and tips readers can use to elevate their prospecting skills and take their sales into the stratosphere. Readers will learn how they can: \* define and target their ideal market -- and stop squandering time, energy, and money on unfocused prospecting \* develop a personalized script utilizing all the elements of a successful cold call \* get valuable information from assistants -- and then get past them \* view voice mail not as a frustrating barrier, but as a unique opportunity Red-Hot Cold Call Selling is a vital resource for all sales professionals, brimming with field-proven techniques that work in any industry. The book includes new information on using the Internet for research and prospecting; cold-calling internationally; using e-mail instead of calling; and much more.

## Book Information

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## Customer Reviews

""Goldner has again delivered a sales tutorial that combines experience, examples, and an approach that provides great insight into the selling process. Whether you are an experienced sales leader or new in a sales career, Paul's attention to detail in his analysis and recommendations make this book a rare find and well worth the read."" -- Michael J Borman Vice President, Worldwide Software Sales, IBM ""Every salesperson from novice to serial quota club attendees can benefit from the practical discipline and proven techniques presented in Red-Hot Cold Call Selling. Combining the updates on how to conduct account research in today's world with this

back-to-the-basics approach on business development creates a foundation for increased revenue and income for anyone willing to roll up their sleeves and follow the program." -- Don Drury, Vice President, Sales Operations, Kronos Incorporated

"This new edition does an even better job of promoting the power of prospecting and providing a structured process to achieve real results. A must read for sales professionals worldwide." -- Tony DiBona, Executive Vice President, PTC

"A practical guide to the world's oldest profession! Selling starts with effective prospecting, and this is a complete guide to prospecting and cold calling." -- Greg Enriquez, Senior Vice President, World Wide Field Operations, Stratus Technologies

"A superior sales system. The systematic approach makes it measurable -- and repeatable." -- Kevin Hill, Senior Manager, Applied Global Services Strategic Marketing, Applied Materials, Inc.

"Red-Hot Cold Call Selling really breaks down the process of identifying, engaging, selling, and closing opportunities. It takes the mystery -- fear -- out of cold calling." -- John Marlow, Vice President, Technical Sales, Carrier Packet Networks, Nortel"

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- \* define and target their ideal market -- and stop squandering time, energy, and money on unfocused prospecting
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- \* get valuable information from assistants -- and then get past them
- \* view voice mail not as a frustrating barrier, but as a unique opportunity

Red-Hot Cold Call Selling is a vital resource for all sales professionals, brimming with field-proven techniques that work in any industry. The book includes new information on using the Internet for research and prospecting; cold-calling internationally; using e-mail instead of calling; and much more.

I must admit that I haven't used the steps or principles in this book so don't ask for results from me. But I have read it. I bought it to help push product via the telephone but haven't found the time to sit and make all those "cold calls" yet. The book itself is full of great script ideas, off the cuff speaking techniques, organizational principles, handling rejection techniques, etc.. I like to read so I can tell that this book has a lot to offer those who deal with sales and more specifically phone sales... hence why I bought it. For those that need new ideas when it comes to phone sales/networking... check this book out.

but I definitely like what I've read so far. There's so much crap out there written by people just looking to make a buck that it makes this book and others like it definitely worth the time and money. I recommend it.

My good friend was in sales for awhile and was running into a rut. So I purchased this for him and he loved it!!

work work work

Picking up the phone and calling a prospect seems like a natural thing for a sales professional to do. Yet, even the best, most seasoned salespeople avoid cold calling to steer clear of rejection. Paul S. Goldner teaches you how to cure your fears and shows you that cold calling is really just a numbers game: A certain number of calls is likely to produce a relative number of appointments and sales. Good prospecting techniques empower you to take control of your sales practices and determine your income. Goldner thoroughly covers every aspect of prospecting, including identifying the best times to call, defining your target market, writing a cold-call script, handling objections and getting past voice mail. Goldner's process will inspire even the most reluctant salesperson to dial that cold call. We suggest this as a fortifying read for anyone whose income depends on bringing prospects into the sales pipeline.

This book is about generating sales activity. It should appeal to anyone in sales who is tasked with growing an account base through new business acquisition and customer service. It is suitable for both the seasoned sales professional as well as the person just beginning their career in sales. Sales managers take note as there are some great resources and strategies for sustaining consistent activity levels. Goldner begins with describing the importance of prospecting and the importance of tracking your daily activity. Throughout the book, the author provides useful tools to assist tracking your own sales activity. The main focus is generating sales appointments through telephone cold calling. To demonstrate the strategy, the author has several scripts, sample letters and other examples which can be used by anyone immediately. Overcoming objections, getting past the gate keeper, leaving effective voice mail messages and developing territory management strategies are also covered in this book. This is a very well written book on the topic of prospecting and cold calling and highly recommended for sales professionals who are in a "Hunter" role and responsible for opening doors. Eliot Hoppe

Author - Selling: Powerful New Strategies for Sales

Success.

This is a good read on the basics of cold calling. It has some of the regular recommendations in it as well as some good stories from the author and additional ideas and done sample scripts and letters.

Paul S. Goldner's RED-HOT COLD CALL SELLING, 2ND EDITION offers sales personnel a tutorial which blends experience and examples with a different approach to cold calling. Novices to quota club attendees, pros and beginners alike will find chapters analyzing prospecting techniques for high-payoff approaches. From break-even hours and outside hours which assure success to smart definitions of target markets, RED-HOT COLD CALL SELLING provides many insights into what works, what doesn't, and why.

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