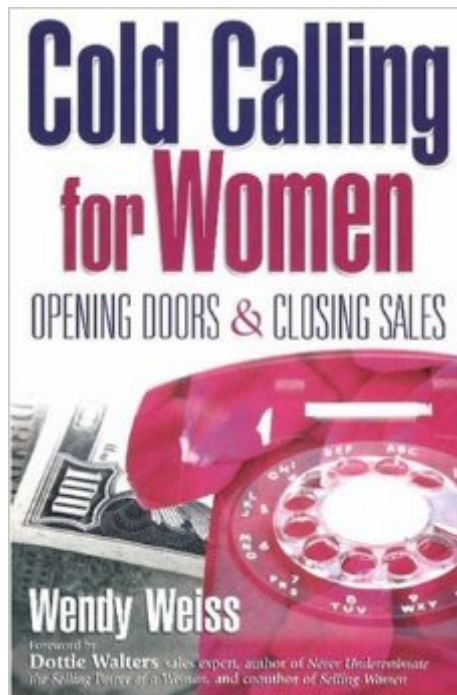


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# Cold Calling For Women: Opening Doors And Closing Sales



## Synopsis

Eliminate Telephone terror and turn cold call to cash! Cold calling is a powerful, inexpensive and easy way to develop new contacts and expand resources. In today's market, generating new business requires planning and skill. For over 10 years, Wendy Weiss has been a marketing consultant specializing in cold calling and appointment setting.

## Book Information

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## Customer Reviews

The author of "Cold Calling For Women" used to be a ballet dancer and she helps you think about your sales routine in terms of a dancing "performance model". The book acknowledges that women often do things like worry about how others might perceive them in the assertive role of a salesperson. There are suggestions to overcome this if you experience it. The book is a combination of practical and philosophical approaches. It contains more "feature selling" tips than real in-depth information about qualifying for enterprise or large ticket sales. The author talks about using paper index cards to track your work and only lightly touches on using computer databases or sales tools for this purpose (although she seems to recommend them). There are some basic written exercises and a list of good responses for frequent objections. The book recommends writing a funny letter to a prospect that you can't reach after several attempts. A final section helps you formulate a theory for the number of cold calls you need to make to start generating the income you want. Overall this is a good book for a beginner (male or female) needing to get over basic fears, someone who needs a refresher on cold calling, or someone selling a lower-ticket product or

service.

Cold Calling for Women is one of the most helpful books I've ever read. It starts well before the tactics of picking up the phone to include the important strategies of identifying your market, targeting the right prospects, and positioning your product or service for maximum appeal. That said, it is also extremely specific in terms of tips and techniques for handling each stage of the cold calling process - something I was formerly terrified of. By the time I finished this book, I thought "Hey - I can do this!" Let me tell you - that's saying a lot! The book is also wonderfully readable and blessedly concise. Wendy Weiss' energetic writing style makes it a fast read, and the exercises she includes motivate you to take action NOW. I read it cover to cover in one sitting - including all the exercises and note-taking - and by the time I was done, I was ready to pick up the phone and get started!

This book was great and so resourceful, I could not keep it shut! Everything that I was worried about with making cold calls it addressed and I have been able to make effective calls and my hit rate has doubled. Any women that are in the marketing or selling business should read this book, it will payoff, trust me.

This is absolutely the way to learn how to sell! The author leads you step by step right down the path to becoming a successful salesperson. It's not only what Wendy has to say about sales and cold calling, it's how she says it. Nothing is overlooked. When I bought Wendy Weiss' book, I thought to myself, "Okay, okay, another how-to book." As a seasoned sales person (10 years selling advertising at Conde Nast's House & Garden magazine,) I assumed that I would be bored. Nothing could be farther from the truth. I recommend Cold Calling for Women, Opening Doors and Closing Sales for the novice, as a refresher course for experienced sales people and especially for business owners. Norma Siciliano, Speaker/Trainer Specializing in Cold Calling ...

I do not think any of these techniques work just for women, so men, go grab it and read on.... I think for anyone just starting out in sales, whether on the phone or in the field, these techniques will give you the basics to get started. It is also a good idea to go back and read any good sales book as a refresher or a motivator. Wendy does focus on selling from step one (prospecting, how and where to find your client base) to closing the sale and everything in between. What do I say, how do I say it, what do I do if I fumble... She gives many great real life examples to which we can all relate. Highly

recommended for those new in the sales field. But remember for those of us that have been around the block a few times, it's not new information, just a reminder that what we were trained to do years ago still applies.

There are several glowing testimonials contained in this book; believe them all. The comparison of cold calling to a performance is as effective an analogy as you'll find. This, and the many techniques recommended therein, are reinforced throughout with exercises that construct a winning strategy for successful cold calling. Even seasoned veterans will find new approaches that work. Do not view the title as a deterrent; anyone who has to cold call (male or female) will find this book quite useful.

Wendy Weiss has done a fabulous job of delivering what was once stale information and making it interesting. Cold calling is one of those daily "chores" for people in business. Ms. Weiss' has clearly detailed helpful "Tips", the best "Do's" and the "Don't" you want to truly avoid. I enjoyed her style and found it an easy read. Its one of those books I keep on my desk for ideas and reference.

This book is a clear and concise manual for anyone -- not just women -- who want to make real contact with real prospects in this day and age of virtual contact and voice mail. It will give you the tools and the mindset to do what needs to be done so that your own negative thoughts can't get in the way and serve as an obstacle to your success.

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