



Cold Calling Techniques: That Really Work

By Stephan Schiffman

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Follow the advice of Stephan Schiffman—America's #1 Corporate Sales Trainer—and take your career to the next level. This special anniversary edition of his perennial bestseller, *Cold Calling Techniques (That Really Work!)*, provides you with all of the right tools for turning prospects into meetings, and meetings into big sales.

This easy-to-follow guide helps you beat today's cold calling obstacles, such as voice mail, cell phones, and e-mail. Schiffman's professional experience and corporate wisdom guarantee your future success. The anniversary edition of *Cold Calling Techniques* packs in plenty of potential leads to help you hunt down more business.

Give yourself the edge. *Cold Calling Techniques* is the one book you need to make your sales opportunities better, pitches stronger, and commissions greater.

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Editorial Review

Review

"The book every CEO needs to read." (Mark Cuban Recommends *Inc.com*)

About the Author

Stephan Schiffman has trained more than 500,000 salespeople at such firms as AT&T, Chemical Bank, and U.S. Healthcare. He is president of D.E.I. Franchise Systems, Inc., and author of numerous bestselling books, including *Closing Techniques (That Really Work!)* and *The 250 Sales Questions to Close the Deal*. He lives in New York City.

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