



## Contrary to Popular Belief-Cold Calling Does Work!: Volume I: Effectiveness, the Art of Appointment Making (Paperback)

By Barry D Caponi

iUniverse, United States, 2011. Paperback. Book Condition: New. 224 x 150 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*.DO YOU DO THE FOLLOWING WHEN ATTEMPTING TO SET APPOINTMENTS? Ask, How are you today? or, Do you have time to talk? to begin a call Continually modify your value proposition thinking that the perfect one will stop the no s Never leave voice mails because you think they re a waste of time Use tricks to get gatekeepers to put you through Believe the target is being truthful when they tell you why they don t want to meet Attempt to counter their first conditioned knee jerk response with logic, /p> After reading this book, you ll discover that these common mistakes, plus many others, are hurting your effectiveness, causing you to work harder and make less money. You ll also know exactly how to address the biggest challenge to your success: the need to get in front of more prospects in less time. Additionally, you ll realize you only have three sources for initial appointments; lead generation programs, networking and referrals, and cold calling; and that all three require the ability to set appointments. You ll...



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