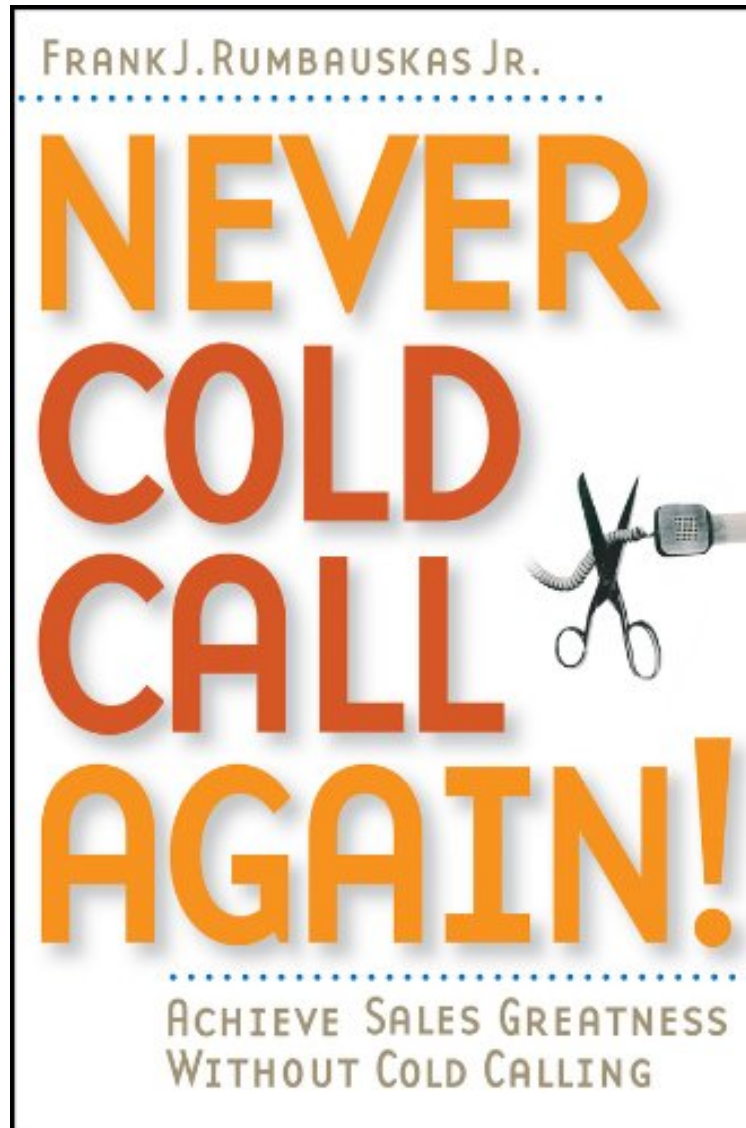


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Never Cold Call Again: Achieve Sales Greatness Without Cold Calling

Frank J. Rumbauskas

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Frank J. Rumbauskas : Never Cold Call Again: Achieve Sales Greatness Without Cold Calling before purchasing it in order to gauge whether or not it would be worth my time, and all praised Never Cold Call Again: Achieve Sales Greatness Without Cold Calling:

9 of 10 people found the following review helpful. Don't Purchase and Defiantly Don't Buy the System You will never Get Your Money even though they Have a GuaranteeBy CustomerAs a business owner this book appealed to me. Anyway to make my business run smoother and with less hassle. I purchased the book and felt as though the

information was very basic but it made sense. Then I received a link to the webinar attended and purchased the 30 day guarantee to review the Never Cold Call system. OMG. The product arrived 10 days after ordering and quickly went through the short 30 page system. Couldn't believe that the system he is selling for 97.00 is the same information in his book. I returned the system before the 30 days and was still charged 97.00. Called his company who has a Google voice number that they never answer. I emailed them and was told someone would reach back out to me in a few days. As of today I still have not received my money back. Do yourself a favor don't buy this book. It is basic information that you are already using. Move on to something else and someone else who doesn't cheat there customers. 4 of 4 people found the following review helpful. My opinion is this is an old outdated book 2006 ...By Customer My opinion is this is an old outdated book 2006, and is not applicable to what is happening in today's world. 1 of 1 people found the following review helpful. Two Stars By Customer The suggestions and recommendations sounds good in concept, not as good in actual practice.

"Cold calling is the lowest percentage of sales call success. If you invest the same amount of time in reading this book as you do in cold calling, your success percentage and your income will skyrocket." - Jeffrey Gitomer, Author, Little Red Book of Selling "You can never get enough of a good thing! Read this book and USE its contents!" - Anthony Parinello, Author, Selling to Vito and Stop Cold Calling Forever Salespeople everywhere are learning the hard way that cold calling doesn't work anymore. Yet, millions of salespeople are stuck in the past, using twentieth-century sales techniques to try to lure twenty-first century customers. There has to be an easier way to find prospects - and there is. Today's most successful salespeople are using modern technology to bring prospects to them, rather than fishing for prospects over the phone or knocking on doors. Never Cold Call Again offers practical, step-by-step alternatives to traditional cold calling for salespeople, small business owners, and independent professionals who are actively building a client base. The Information Age presents endless opportunities for finding leads without cold calling. In fact, Frank Rumbauskas's system brings prospects to the salesperson, rather than the other way around. Readers will find unbeatable sales advice on effective self-promotion, generating endless leads, how to win prospects using e-mail, prospecting on the Web, networking, developing effective proposals, and much more. Frank J. Rumbauskas Jr. (Phoenix, AZ) provides marketing consultation and coaching services to firms who wish to provide qualified leads to their sales force rather than have them spend productive work time cold calling. He is the author of the self-published hit Cold Calling Is a Waste of Time (0-9765163-0-6).

From the Back Cover **GENERATE MORE LEADS AND HIGHER SALES—WITHOUT COLD CALLING!** Salespeople everywhere are learning the hard way that cold calling just doesn't work anymore. Yet, millions of salespeople are stuck in the past, using twentieth-century sales techniques to try to lure twenty-first-century customers. But today's consumers have no patience for the sales pitch—that is, if they even answer the phone at all. There has to be an easier way to find more and better prospects—and there is. Today's most successful salespeople are using modern technology to bring prospects to them, rather than fishing for prospects over the phone. In Never Cold Call Again, Frank Rumbauskas shows you how to move your sales program into the Information Age using modern marketing tools like e-mail, Web sites, and blogs. Based on interviews with top performers, proven marketing tactics, and his own sales experience, Rumbauskas shows you how to make more money in sales without the high-pressure tactics and closing speeches everyone is sick of. This cutting-edge guide will bring your sales methods into the future, without the cold call. Plus, you'll learn how to: Craft a unique message and get it out to the masses Use e-mail to land prospects you wouldn't get over the phone Use direct mail techniques that still work Build a Web site and drive traffic to it Maintain ongoing contact with prospects Use newsletters to get the word out Write a blog to attract qualified prospects automatically Get free publicity from the media Think like an independent consultant, not a sales rep Develop and deliver a powerful sales proposal Cold calling isn't just ineffective; it's outdated. Never Cold Call Again will show you how to tap into the power of modern marketing to increase your prospects and boost your sales—without even picking up the phone! About the Author Frank J. Rumbauskas Jr. started his sales career cold calling to no avail, failing to make his numbers, only to receive the useless advice of "increase your activity" from managers. He then went into a trial-and-error period of several years and developed a complete system of selling that made him a top producer without cold calling. Author of the self-published sensation Cold Calling Is A Waste Of Time, Frank lives in Phoenix, Arizona, where he is a partner in several businesses including an insurance agency, a telecom services provider, and, of course, his sales training company, which strives to educate all salespeople that there are much better ways to prospect than cold calling. Frank's blog can be found at nevercoldcall.typepad.com.