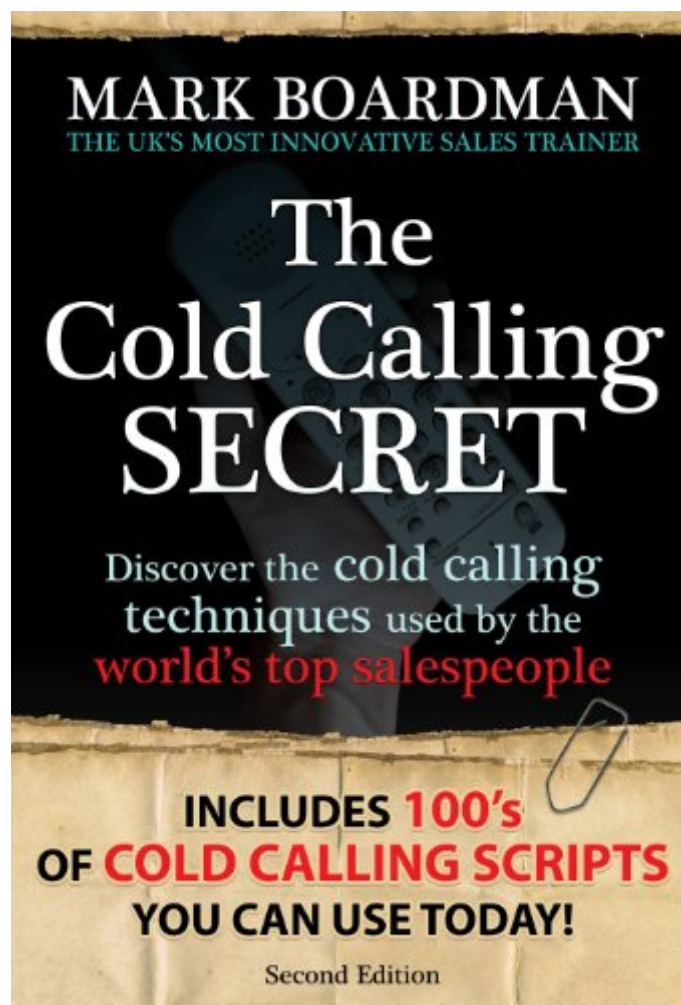




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# **THE COLD CALLING SECRET: Discover The NEW Ground-breaking Cold Calling Techniques That Get Results! Readable On Kindle, PC, Mac Or iPad**





## Synopsis

Readable on Kindle, PC, Mac or iPad. If you do not have a Kindle simply download the free App for your device. You will see the free App download link appear when you click the BUY button You are hours away from getting past gatekeepers, overcoming objections and making more sales! What do the world's most persuasive cold callers do that is different? Would you like to know? The answer is that they do not cold call. They spend a little bit of time doing something else before they make the call to the decision maker and it transforms a call from a cold one into a GREAT one. Simple but powerful calling techniques revealed Mark Boardman's research into how the best sales performers do their jobs has uncovered some surprising NEW and ground-breaking cold calling techniques. The GOOD NEWS is that the techniques are not complex or difficult to apply. You will see that they are just common sense ways of selling. The strange thing is, you will almost certainly NOT have heard or read about them before. For example, persuasive cold callers spend about 5 minutes before a call getting some information that completely changes the way the call is structured. They use the information to get straight to the decision maker and then use powerful cold calling scripts that get results. THE COLD CALLING SECRET reveals ALL the new cold calling techniques and cold calling scripts and much more. Here are a few of the sales techniques revealed in the book: Objection Handling You will learn how to easily overcome the following objections: 'Send some literature' 'I'm not interested' 'We're very happy with our current supplier' 'We don't have any budget' 'I haven't got time right now' Voicemail You will be shown 5 techniques that will get all your voicemails returned. Cold Calling Techniques applies to telesales AND field sales (outside sales) You will learn some clever telephone techniques that get you past the gatekeeper (screener) and straight through to the decision maker every time! You will be shown a sales technique you can use to get decision makers interested in your product and keen to discuss it further. Cold Calling Scripts You will get word for word cold calling scripts that you can easily adapt to use on your own sales calls. You will even get the exact scripts to use when you get an objection. Sales Lead Generation As a bonus you will be shown 14 very effective sales lead generation techniques. About the author I have been selling for a living my whole life, but it was only when I ran my own business and became a 'buyer' that I became aware of the sales techniques contained in this book. Since then I have helped many telesales people, field (outside) salespeople, sales managers and business owners rid themselves of the toils of cold calling. I really hope I can do the same for you with this book, and you can start to enjoy selling again. Stop stressing, start earning and become a happier salesperson. Scroll up & click the buy button today!

## Book Information

File Size: 1512 KB

Print Length: 626 pages

Publisher: Potential Corporation Ltd. (December 3, 2012)

Publication Date: December 3, 2012

Sold by: Amazon Digital Services LLC

Language: English

ASIN: B00AI2G5E0

Text-to-Speech: Enabled

X-Ray: Enabled

Word Wise: Enabled

Lending: Not Enabled

Screen Reader: Supported

Enhanced Typesetting: Enabled

Best Sellers Rank: #400,606 Paid in Kindle Store (See Top 100 Paid in Kindle Store) #28

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## Customer Reviews

I really enjoyed this book. It begins with establishing a baseline of how buyers perceive the efforts of most sales people....and how it compares to how those same sales people evaluated their own results. And of course the differences are striking. The author then focuses on the feedback from these buyers as the fundamental areas where sales people can direct efforts to easily improve sales results. And from this baseline the rest of the book then proceeds to build out a repeatable sales SYSTEM that a sales professional can use time & time again. The scripts included were certainly helpful, but the major takeaway I had from the book was the overall systemic framework & the web URLs (that, yes, are current & not broken) that anyone can use to vet out their specific top prospects. This book was worth AT LEAST x3 what I paid for it. Would HIGHLY recommend the book to other sales professionals looking for a solid business guideline to improve their current sales results. So why not 5 stars? Well, there are some grammar mistakes that were a bit annoying, so I pulled a star rating due to lack of proofreading. Further, the author references a new book &

website that I tried to find with no luck. A minor annoyance that DOES NOT in any way detract from the overall value of the book itself.... But yet still doesn't earn that solid 5 star rating. Guess that makes me a bit of a hard grader, but that's just the way I am I suppose..These minor annoyances noted, I would buy this book again in a heart beat! Hope this helps!

This book has very good information but is really not suitable for the Kindle format. The book is extremely long, in fact, I would say Boardman deliberately draws it out to make it at least three times longer than it should be. This would be tolerable in a physical book because you could flick through and generally have a good idea of where you are. In a kindle, when you are reading a book of this length (600 pages) you feel like you are getting nowhere and are basically lost inside. I gave up reading it when I was "61%" of the way through and decided to buy the hardcopy so I could make a summary and work through it, but it turns out there is no hard copy! I am now going to order a much shorter cold calling book in a physical format. I would not bother with this book unless he releases an abridged version, in which case I would buy it.

He goes into explanation several times about his technique. He also gives the option to email him with an explanation why you want a refund and asks for a plan that you had used. He also gives you the email and "PROMISES" to answer some of your questions. He's never responded to me on Facebook nor has he ever responded to me on email that he promises to do in the book. I'll let you decide after that if this book was worth it.

The topic cold calling is a bit of a difficult subject to talk about since it's something that marketers have had struggles with. There are a million books out there that will teach you how to do cold calling effectively but almost all the concepts from these books often fall short. It's great to find a book that's reliable and a book that can give you solid information on cold calling. The reason why I'm impressed with this book is because it has a lot of explanations on things. For example, the table of contents is not only merely giving you the content but it has tid bits of the topics it's going to discuss. Before diving in, you will also find that the chapters have objectives which is very helpful because it gives the readers a heads up. The whole Eighteen chapters of the book are invaluable. It doesn't just cover the basics but it will get you unstuck if you're in a slump (when cold calling). The call comparison that can be found in the last few pages of the book is very helpful. It compares a good call and a bad call, so to speak. The scripts and the techniques presented in this book are definitely information that people should value!

Mark, In my opinion, the secret referred to in this book is as much about the perspective of the buyer as the techniques in selling. You give each their due in a book that is elegant, practical, and above all, thorough. I worked with a supplier development organization comprised of major corporations throughout the U.S. that WANTED to do business with small and medium size businesses as a part of an initiative to cultivate relationships with new vendors, and yet there was a major disconnect in these vendors' fundamental understanding of how to approach these major corporations.

Procurement personnel were often utilized, in some cases, to coach and bring certain suppliers up to speed on expectations of these prospective corporate buyers. I am certain that buyers who read your book will nod their heads with gratitude page after page, as it's truly not a buyer's job to bring a seller up to speed, regardless the product or buying objectives. I'm only to chapter four, but I know for sure that your book is a classic sales resource! Thank you!

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