

1. Record Nr.	UNINA9910679454803321
Autore	Etherington Bob
Titolo	Cold calling for chickens // by Bob Etherington
Pubbl/distr/stampa	London, : Cyan, 2006
ISBN	981-4312-08-8 0-462-09367-0
Descrizione fisica	1 online resource (160 p.)
Disciplina	658.872
Soggetti	Telephone selling Selling
Lingua di pubblicazione	Inglese
Formato	Materiale a stampa
Livello bibliografico	Monografia
Note generali	Description based upon print version of record.
Nota di contenuto	Preliminaries; Contents; Section 1 Introduction; Section 2 Marking out the chicken run; Section 3 Attitude; Section 4 Telling isn't selling; Section 5 How to keep them delivering the golden eggs
Sommario/riassunto	"Cold calling" - making contact with strangers - is the biggest fear confronting businesspeople, especially those who work in sales and marketing. "Put me in front of a customer and I can persuade them to buy anything ... just don't ask me to cold call!!"