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Nota di contenuto	Prospecting: An Essential Element to Your Selling Success -- What Is Prospecting? -- The Power of Prospecting -- Becoming Rejection-Proof -- Smart Prospecting -- The Ten Commandments of Prospecting -- Anatomy of a Cold Call -- Your Prospecting and Business Development Strategy -- Handling Objections -- Working With Voice Mail, Administrative Assistants, and Secretaries -- Public Relations: How to Make Your Prospects Come to You -- How to Leverage Your Success -- Tracking Your Progress.
Sommario/riassunto	Completely revised with fresh examples and all new chapters, the second edition of Red-Hot Cold Call Selling reveals the secrets, strategies, and tips readers can use to elevate their prospecting skills and take their sales into the stratosphere.