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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!!"