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NO MORE COLD CALLING
The Breakthrough System That Will Leave Your
Competition in the Dust
By Joanne S. Black
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Referral selling is HOT! It's at least 200 percent more efficient than cold calling and a million times more effective. When you call a potential customer from a referral, your prospect becomes a client between 50 and 90 percent of the time. There is no other sales strategy that delivers legions of prospects to a salesperson's door. Plus, the customer is already qualified, there is instant credibility, and the stature of the competition is radically diminished or even completely disappears. Referrals are a sales professional's dream!

Compare referrals to any other strategy salespeople currently use to attract new customers. For instance—if they prospect by cold calling or sending mailings, chances are they can't turn more than 3 percent of all the cold contacts they make into warm customers.

If it's so much more effective, why don't more salespeople practice referral selling? Because there hasn't been a powerful system to guide them—until now. In Joanne Black's groundbreaking new book **NO MORE COLD CALLING: The Breakthrough System That Will Leave Your Competition in the Dust** (Warner Business Books / Hardcover / April 14, 2006 / \$23.95) salespeople of all kinds will learn how to convert to referral selling now and forever.

A sales professional and selling consultant for more than 30 years, Black explains why cold calling and other ineffective prospecting techniques persist even though most sales reps find it terribly frustrating. She addresses the fear of the unknown, the forces of habit, and other reasons why sales reps – and very often, their managers – stick stubbornly to traditional sales models when referral selling will boost sales, reduce stress and bring better customers.

Black provides her unique step-by-step process for becoming a referral-selling powerhouse. She explains how any salesperson and any sales organization can shift focus from pain-in-the-ass customers to perfect customers – the ones you really want to do business with – and build high quality, long-term relationships.

NO MORE COLD CALLING shows you how to identify your "Ideal Customer" and where to find lots of them – in your industry, your neighborhood, your social club, even the airplane seat next to you. You'll learn how to get introductions to qualified prospects (and don't kid yourself, if you don't have an introduction, this is just another cold call). Black provides invaluable guidance on how to connect personally with your referrals from the very first handshake.

Black has discovered that what stands in the way of most salespeople asking for referrals is that asking makes them uncomfortable. Her atTRACT system turns this around, so that asking for referrals becomes one of the best parts of a salesperson's routine. Joanne believes in cultivating the Referral Spirit:

" ... the excitement you feel when you're working with the right customers. You become supercharged when you're face-to-face or having a vigorous conversation on the phone. You are present, energized, and know you're doing great work. I want you to have this feeling all the time, and I'm going to show you how."

NO MORE COLD CALLING challenges numerous beliefs about reactive prospecting techniques and not only provides evidence for why referral selling is more effective, but also why it improves the quality of life for sales professionals. No More Cold Calling is the breakthrough system that can transform any sales organization into a highly refined referral-generating machine. There is no other business-generation process that makes the competition simply disappear.

Black demolishes the myth of the warm call. There is either cold calling or a referral. To create referrals, Black shows:

- How to make alliances and build networks that come back to you in the form of solid referrals.
- How to measure referral selling as effectively as you used to measure cold calling.
- How to increase revenue and decrease sales costs.
- Why you must say goodbye to the bad clients in order to attract new and profitable ones.
- How to hard-wire referral-selling into your organization.

NO MORE COLD CALLING also includes Black's unique process for incorporating referral selling into the typical sales cycle of prospecting, presenting, closing, and implementing. She provides a wealth of tools based on her years of real world experience – including suggested scripts, practice techniques, action steps, worksheets, and a troubleshooting guide to help with some of the more common problems sales professionals face.

As Black asks, wouldn't you rather *take* a sales call than *make* a sales call? **NO MORE COLD CALLING** provides the information and inspiration you need to change your sales approach and quite possibly your entire life. With NO MORE COLD CALLING as your guide, referral selling will be easier than you think and more rewarding than you could imagine!

About the Author

Joanne S. Black is the founder of No More Cold Calling® LLC. She is a professional speaker, senior sales consultant, and seminar leader. Clients include Applied Communications, California State Automobile Association, Charles Schwab, Colliers International, KPMG, M3iworks, The Marlin Company, The Mechanics Bank, and dozens more. No More Cold Calling is headquartered in Northern California with branches throughout North America.