

“How to Dominate in Cold Calling and Earn Six Figures Doing It. “
Written by E.R. Carpenter

FOREWORD by **Pop Icon Mr. Cold Call™**

For some salespeople just hearing the word cold calling gives them painful unsettling feelings. They perceive cold calling as a chore rather than as strategic marketing effort to generate new business. Their belief system is set up to make cold calling fail and as a result, they miss out on money-making opportunities. Salespeople who share this school of thought will never be able to make cold calling work or enable themselves to incorporate cold calling into their lead generation program.

While this thought process may hold true for a select group of salespeople, it is definitely not shared by the majority. Top-notch salespeople understand that cold calling is a vital tool to generate new business and also recognize that cold calling is about taking action today and not waiting for new business to happen. The art of cold calling is an active and strategic activity that needs to be part of the overall sales and marketing efforts of every single salesperson.

Look at the huge success that cold calling brought for two iconic entrepreneurs WALT DISNEY and the founder of “KFC” (Kentucky Fried Chicken) COLONEL SANDERS. Yes, these two icons were business owners, but they embraced cold calling techniques early on to quickly transform their dreams into reality. DISNEY visited more than 300 banks to secure a loan (to sell his idea) and in 1955 his persistence paid off because he opened Disneyland in Anaheim, CA. As for SANDERS, he was told "No" 1009 times before he sold his first piece of chicken.

These two playmakers needed to find a way to make their life dream a reality and found a way through strategic cold calling efforts. If you're looking for a way to capitalize on the success that cold calling can bring either for you or your sales team to really build your book of business then check out Emanuel Carpenter's book: ***“How to Dominate in Cold Calling and Earn Six Figures Doing It.”*** From his years of experience on the frontlines he provides you a practical goldmine of information, tools, tips and techniques that you can use today to really build an effective and actionable lead generation program.

Carpenter's book covers every single stage of the sales process and includes topics such as pre-call preparation, establishing a lead generation program, CRM strategies, creating call lists, protecting your voice and using it to your advantage, call outlines, bypassing gatekeepers, getting executives on the phone, asking qualifying questions, objection handling, appointment setting, voice mails, rejection, failure and psychology of cold calling, use of email, networking and lead generation metrics. Whether or not you're a seasoned pro or just a new

salesperson this book will give you engaging cold calling strategies that you too can use to make that **SIX FIGURE** dream a reality!

Pop Icon Mr. Cold Call™ is an author, cold calling pioneer, speaker, sales trainer and sales software inventor has made over 80,000 cold calls over his sales career--this number continues to grow exponentially. He is one of the most famous names in cold calling and sales prospecting. Inside and Outside Sales Professionals have visited his website, subscribed to his FREE weekly newsletter and ordered his brand name of products and services from every corner of the globe. Mr. Cold Call™ has been quoted by numerous national publications such as Selling Power Magazine and Investor's Business Daily and was recently featured by Selling Power Live! in a CD audio program called "Turn Cold Calls Into Gold Calls." Other accomplishments include his more than 80 published articles on cold calling topics from A to Z, his infamous sales ratio calculator that automatically calculates your daily, weekly, monthly and yearly sales ratios, his custom sales script service and finally, his best-selling series of cold calling ebooks that include:

- "58 Sales Openers that will WOW your sales prospects!"
- "Have Fun Cold Calling and get your telephone ringing off the HOOK!"
- "113 Common Sales Objections, 192 Clever and Savvy Responses"
- "The New Business Idea Sales Generator Workbook"

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