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Are you a business owner or sales executive who has "tried" cold calling as a prospecting method? Did you find that cold calling didn't work for you?

Yet you know that somehow this prospecting method, despite all the strange feelings it induces in you and/or your sales staff, clearly works for many companies--large and small.

So what went wrong for you? Get this brief book and quickly find out the 12 unexpected reasons exactly why cold calling didn't work for you...and what you can do to fix it to start getting great clients through calling.

There is an article going around that says to speed-read through a book, all you have to do is read the first couple pages of each chapter. The author will have shared the important idea in that space; the rest, the other 80%, is "filler". Sales On Fire books get right to the point. I respect your time so I write briefly and impactfully. There isn't any filler. You get the important 20% you need. That's why this series is the Sales On Fire Top 20.

"I've been doing this a long time but I'm not ashamed to say that you are the FIRST person who has blown me away with your cold calling strategies. I've worked for some of the masters of cold calling like Chet Holmes and the like but you top them all." ~Mark Fromm, CEO, Business Growth Today, Inc.

"Jason truly does have a unique approach. I have an extensive sales background and I believe his techniques are the best I've found to take a brand new person to successful sales person. I also believe his reframing will help many people pick up the phone to make the calls." ~Christopher Dittimore, CEO, Local Tactics

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Made me scratch my head...

By Peter Lessard

I buy things to save me time or make me more money. When I read this I quickly felt this guy had my number (pardon the cold calling pun). I don't get all emotional about someone telling me what I am doing wrong so I was able to see my behavior in some of these examples and make some corrections. Some of it made me laugh out loud. I don't really like cold calling but I like it much more when I make money and this quick read is helping me do that. I gave it 5 stars for the obvious experience this guy has and for not wasting my time with fluff! I hate fluff and pretenders! This guy has dialed, I can tell.

The absurdly low price made me scratch my head then I figured out that anybody with a selling problem was probably beating a path to this guys site to hire him for some consulting gig. Clever guy.

3 of 4 people found the following review helpful.

Informative Read!

By Dale French

A very straight to the point book. I have done some cold calling in the past and I must say I fell under all the reasons he listed why cold calling does not work. All of them. The e book completely reshapes your thinking about the art of cold calling. I liked his references to the 'Gatekeeper' as that is who will answer the phone most of the time. Yes, make him or her your ally! A great read.

3 of 4 people found the following review helpful.

Food for thought

By Mark Sitter

Was a very quick read with good insights. Too often we just jump into something new with no clear cut plan. We just follow the old adage "throw enough mud up on the wall some will stick" . This shows you why that really isn't the best way to get where you want to go.

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