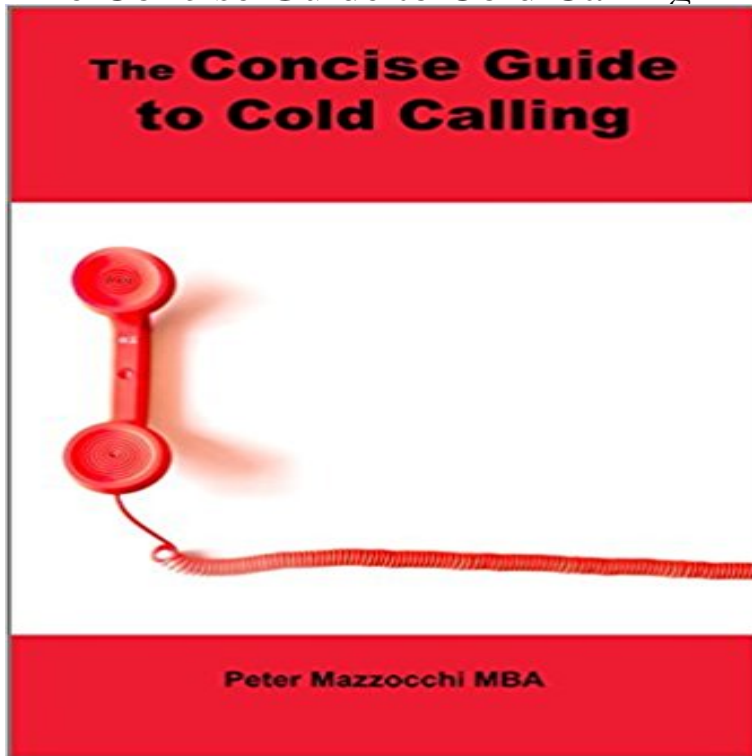


## The Concise Guide to Cold Calling



With over 20 years of experience marketing businesses in multiple industries, the author has been involved in many telemarketing and cold-calling campaigns. He has pulled together a several of his most effective strategies for salespeople and marketers, and compiled them in this short, concise volume. Effective communication requires a blueprint, and this guide lays out the process for developing a successful strategy for your next cold-calling campaign.

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