



Cold Calling Is a Waste of Time - 7th Edition with 2 Cd's

Frank Rumbauskas

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Cold Calling Is Dead "Over 80% of decision makers absolutely will not buy from a cold call." -Kenan Flagler Business School University of North Carolina Despite this hard truth, most salespeople today continue to waste valuable time and effort cold calling, usually because they don't know what else to do. Cold calling is all they've been taught. Never cold call again. I'm going to share with you my cutting-edge, information age lead generation strategies that will bring you an endless supply of hot, qualified leads, without ever cold calling again!



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