

Cold Calling College Offers Help for Business Owners and Sales Professionals

The economy is in a downturn. Business owners, sales professionals and entrepreneurs are struggling to keep their heads above water. Business risk failure, people are losing jobs and sometimes their homes. It's a dark time in the nation's economy.

To help the struggling business owner, entrepreneur and sales professional, Wendy Weiss, *The Queen of Cold Calling*, created *Cold Calling College Live*, an intensive, virtual group coaching program that helps participants prospect fearlessly and schedule more new business appointments in less time.

To kick off the program, Ms. Weiss is holding a free preview of the acclaimed *Cold Calling College, Live* telecourse. This preview will take place on September 18, 2008 at 4 PM EST and will give listeners the opportunity to learn important skills in cold calling and appointment-setting. According to Weiss, cold calling is not only a valuable business skill it is also a vital communication skill. Those who take the time to learn this skill will be able to set more appointments with qualified decision-makers which will in turn lead to more sales and more sales revenue.

"Those who attend the call will gain valuable knowledge to help them find new opportunities to generate sales revenue," said Ms. Weiss.

In addition to the instructional element of this preview call, listeners will also have the opportunity to ask questions. Upon registration, attendees are encouraged to email their questions to Ms. Weiss so she can prepare to answer them during the course. Live questions will also be answered.

To learn more about this free preview call or about *Cold Calling College Live*, visit <http://www.wendyweiss.com/previewcallsept08.html>.