

Even if you've got all the right ANSWERS, are you sure you're dealing with key DECISION-MAKERS?
...Could you be selling even MORE?

Yes, you could... by

“Identifying Your Ideal Prospects: Those Most Likely to Buy”!

• *get your answers right from the source:*
Wendy Weiss – The Queen of Cold Calling™ •

Hello, sales specialists!

I've been getting some really random sales calls and emails lately. These come from all over the place (offering all kinds of stuff), and it honestly makes me a little sad thinking about that poor guy, blanketing the Earth in the hope that someone, *anyone*, will call or write him back. Poor guy!

You and I know it's getting tougher every day to seal the deal, but it really seems like a lot of people are just sort of treading water because **in our new cluttered selling environment, it can be a real challenge just to know which way is up!**

That's no good, because we're in a “sink or swim” business. That's why we're going to get right back to the basics: **“up” is this way...**

You'll learn about:

- 🗨️ **Targeting your market** • why a focused call list is better than the phone book, how to build one, and specific strategies for targeting receptive prospects.
- 🗨️ **Qualifying your prospects** • how to identify your ideal customers. You'll learn the 2 steps and 10 questions you should be using to qualify leads.
- 🗨️ **Generating and prioritizing leads** • what tactics and criteria can help – and hinder – your development and pursuit of new qualified leads?
- 🗨️ **Streamlining your time** • how to make the best use of your time by speaking only with qualified prospects who *want* to speak with you – and how to recognize them.

...and then we'll discuss YOUR tactics together!

You may have heard this before – in fact, I say it all the time: “in sales, it’s not what you *know* – it’s what you *do*.” You could probably apply that to all sorts of different disciplines, but it’s **especially true for us cold callers**.

Our time is perishable. It’s not like a can of beans that might sit around for a while before you get to it, **because there’s no shelf life.** Once it’s gone, it’s gone! You might spend all day on the telephone, but if you’re not nailing the conversion rate you need, **much of that time is wasted.**

Who wants to waste their time? I know you don’t, and I don’t either. That’s why **it’s important to learn to qualify your prospects.** Because if you don’t, who knows how long you might spend in your sales cycle – with nothing to show for it!

Identifying your ideal prospects will:

- ✔ **Speed up your sales cycle** by helping you manage productive, enabling selling conversations with interested prospects – receptive decision-makers identified within your market.
- ✔ **Reduce resistance** because you’ll be talking to prospects who are already interested in – if not actively seeking – your products or services.
- ✔ **Help you SELL MORE** - you’ll save time and avoid objections by calling only qualified prospects, and you’ll learn the **10** most important questions you should be asking to qualify all your prospects up front.

You’re going to learn how to identify, classify and prioritize your ideal customers. And then you’ll call them! You’ll **close more sales** and **set more appointments** in a much shorter period of time, because you’ll be able to target your tactics for **maximum results.**

You’ll also learn how to use your social network to **generate more qualified** leads, and how the different approaches to professional prospecting can help – or hinder – your hunt. I’ll **answer your questions** and we’ll **troubleshoot your specific strategies** together, because two heads are always better than one.

As you can see, we’ll cover a lot of ground. We’re going to get right back to basics and work our way up from there, **with one goal in mind:**

Sell MORE • sell FAST • sell EASY

It's a pretty simple premise, really: speak exclusively with qualified decision-makers within your market, and you'll make more sales. So why is it that sales specialists everywhere are spinning their wheels, pulling their hair... losing their shirts?

Because **although it's a simple premise, it's an intricate practice**. There's a LOT more to this game than numbers, and unfortunately most people aren't using the right techniques for success.

Most salespeople don't apply specific criteria when qualifying prospects, and many of those that do aren't specific enough. They end up with massive, **untargeted call lists** that **don't have a hope of long term viability**...

Without a specifically targeted strategy, it's all just shots in the dark – playing the numbers game, where **nobody wins**. And we all know how **frustrating** it is when we're not performing as well as we should be!

Avoid “low hanging fruit syndrome” ...

If there's **one common issue plaguing sales specialists worldwide**, this is it. How many times have you gone through your entire sales cycle, only to discover “the boss decided to go with someone else”?

You're going to learn exactly how to avoid this very common pitfall by profiling your ideal customers and focusing your efforts on priority prospects. I'll show you the best ways to do this... and **what you discover will really surprise you!**

...by aiming high!

You'll learn the **exact techniques and questions** you should be using and asking **to make sure you're dealing with the key decision-maker**. Sometimes it can *seem* easier to deal with underlings – it's certainly less intimidating!

But **picking off the low-hanging fruits** doesn't feed your family, because it takes longer to go through your sales cycle, and you leave yourself open to shutdown by decision-makers that you've never even had a chance to speak to! As you probably know all too well, **that's extremely discouraging – not easier**.

You've got to go for the gold if you really want to do a thriving business by phone, because the higher-ups are the ones with their fingers on the buttons.

You need to leverage your time – spend it wisely, because once it's gone, it's not coming back! The hour you and I spend together will save you many, many hours of frustration and anxiety in the future.

That's why it's so important you attend this discussion!

- ✓ **Suspend your stress** • you'll feel more confident and in control with a focused action plan in place for qualifying and prioritizing your prospects. No more “numbers game”!
- ✓ **Streamline your strategies** • you'll therefore spend much less time locating key decision-makers, and much *more* time having productive selling conversations with them. No more runaround!
- ✓ **Skyrocket your success** • when you're aiming high and targeting well, you *will* make more sales because you're focused on **your ideal prospects: those most likely to buy!**

After you've had time to absorb a recorded multimedia presentation, **we'll have a live, virtual sit-down** to go through any questions you might have **about exactly how all of this applies to what you're doing.**

That's right – **you get to quiz *The Queen of Cold Calling*[™]** on what makes my techniques tick, and how *you* can leverage the same winning strategies into a booming business by phone!

That's not all – you'll get **5 free bonuses** instantly when you [reserve your seat!](#) Over the past 20 years, I've put together a lot of valuable data **surrounding this extremely important subject**, and I'd like you to benefit from it, too – especially since we'll be talking about it in detail very soon.

Our game has really changed over the years, and **whether you're new to sales or a seasoned veteran,**

YOU NEED THIS INFORMATION!

As part of this LIVE “Ask the Expert” Session on “**Identifying Your Ideal Prospects: Those Most Likely to Buy**”, you’ll receive, absolutely free of charge:

- 🌀 **“Ideal Prospect Profile Workbook”** • this is your step by step guide (a \$47 value) to quickly and effectively using tools and tactics you’re about to gain to generate premium leads – free!
- 🌀 **“Ideal Leads Quick Start Guide”** • your go-to resource for easy prospecting options (a \$27 value). Find qualified leads in unexpected – and outright surprising – places, prospecting from your desktop.
- 🌀 **CBS Interview Transcript** • Geoffrey James and I discuss 4 ways to build your sales pipeline, cold call and voicemail structure, and how to get prospects and their gatekeepers to answer YOUR questions (a \$27 value).
- 🌀 **“The Voice Mail Report: Naming and Reaching the Decision Maker”** • you can forget getting jammed by the machine, because now you’ve got 7 prospect-naming strategies, 12 voicemail bypasses, 6 engaging email tactics (a \$27 value). You’ll know exactly what to say – start leaving messages that get returned!
- 🌀 **100 FREE leads from Netprospex.com** • one of my favourite data resources, it’s sure to be one of yours too. You’ll be able to cherry-pick 100 of your very best leads, all verified for accuracy (a \$75 value)! Now you don’t have to hunt around for great leads, because we’re going to drop them right into your lap!

**That’s \$203 in FREE sales tools
PLUS your 60-minute sit-down
with The Queen Of Gold Calling™!**

If you’ve ever felt like you just can’t **find the right people**, if you wish you could **make better use of your time**, even if you’d just like to **SELL MORE...** [this information](#) is for **YOU!**

Sales specialists, it’s time to stop blanketing the Earth with hopeful messages. If we’re going to **do a thriving business by phone**, it’s time to start aiming higher.

Here's something you should always keep in mind: with every passing moment, someone *else* could be "**Identifying Your Ideal Prospects: Those Most Likely to Buy**", because we're all looking for that **competitive edge**... get your foot in the door before it's closed – by another sales specialist!

At just **\$99 per seat**, and with all the free bonus material you're getting (a \$203 value!), I'm sure you'll agree that this **multimedia sales package** presents one heck of a deal!

You're going to learn a LOT, just from the recorded presentation and bonus materials I've put together for you – and then, **we'll work together** to help you quickly implement your new performance enhancing tools! **You've got questions, I've got answers** – it's about time we connected, don't you think?

When you save your first hour, book an appointment or make just a single sale with the help of this information, you'll have profited.

And I promise you, you've got a **LOT more than that** to look forward to!

To your cold calling success!

Wendy Weiss

The Queen of Cold Calling™

SAVE TIME and SELL MORE!
Get the **expert answers** YOU need... direct from

The Queen of Cold Calling™

The **BEST \$99** you'll ever invest.
See you there – April 26, 2011 @ 2pm EST sharp!

P.S. • you'll be able to **send over any questions you've got** starting immediately after you [reserve your spot](#), and **you'll get expert answers** during our meeting!

P.P.S. • don't worry if you're not able to attend our live "**Ask the Expert**" session because **I promise** to record every minute for you! You'll still get my expert answers to your important questions, and you'll be able to review them at your convenience. Either way, if you'd like to **get more results from fewer calls**, [let's connect!](#)

