

Phone sales are as EFFECTIVE as ever...  
but sealing the deal isn't getting any EASIER...  
YOU need TOP STRATEGIES if you're going to  
reach qualified prospects... and WIN them over!

**You need...**

# **“The Sales Winner’s Handbook”!**

•• *Essential Scripts and Strategies to  
Skyrocket Sales Performance* ••

**Word for word scripts used by  
The Queen of Cold Calling™ herself...**

- ! **155** pages of important, exciting & **EFFECTIVE** sales tactics
- ! **53** **PROVEN** appointment-setting, deal-closing scripts
- ! **144** qualifying questions – connect with the right prospects
- ! **12** **REAL WORLD** examples of each script’s efficacy
- ! **100% RESULTS** – satisfaction **GUARANTEED**

**...to nail appointments  
and close sales!**

“If it wasn’t for Wendy Weiss, I wouldn’t have half the leads I do. I’m definitely seeing results.”

**Brett Maslin**

*Adams & Company Real Estate*

**From the Desk of: *Wendy Weiss* – the Queen of Cold Calling™**  
**Re: Insider secrets for doing a thriving business by phone**

**Hello again, sales specialists!**

Wendy Weiss here, with a great opportunity for you!

You've been hearing for 10 years now how "email will replace the telephone". Well, don't hold your breath, because you and I both know that nothing could ever replace real human connections – and you can't get those from a letter.

In fact, a fresh study by *Expertise Marketing Research* reveals that "of 30 possible marketing tactics... [**cold calling**] rose to the top as **the most effective.**" And if that wasn't enough to dispel the phone-death myth, *Marketing Sherpa* recently found that up to **53% of executives say that cold calls help vendors get on their purchasing shortlists.**

## **The telephone is still the most powerful sales tool available!**

But like any tool, it's only as effective as its operator. Back in the '90s, **people used to think phone sales was a numbers game** – go through enough "no's" and eventually you'll hit a "yes". Of course, that didn't last very long, because it simply doesn't work!

Doing **business by phone is about connecting with decision makers.** You need to find out who they are and how to contact them. Then, you'll have to pique their interest by knowing how they think, what their problems are and how the product or service you're selling can benefit them or their company.

You already know that it's not as easy as it seems because **there's a lot more than just numbers to play!** These days, you're dealing with the voicemail screen, vigilant gatekeepers, multiple decision makers and more. It's complicated! Believe me, I know – we're playing for the same team.

That's why I want to help you. I'd like to show you the **winning sales strategies** I'm using and precisely **why and how they work.** Because in today's tough selling arena, you can't just cast out a line and hope for the best – you need a **plan!**

## You'll learn over 50 targeted techniques for powerful phone sales

In other words, you'll be getting the exact **scripts** that I use myself to do business by phone.

**All cold callers use scripts – including you.** It's true – even if you don't have a written model (and you really should), you've surely built up a mental list of stock answers to common questions, rejection reversals and so on. A script is still a script by any other name.

Trouble is, **most scripts are boring.** Whatever you say to your prospects triggers a response, and if that response is negative or indifferent, well... **you need a better script!**

That being said...

### To make the deal, you've got to reach the decision maker.

No matter how strong your script or technique, you've got to make sure you **connect with the right people.** There's more to this than meets the eye, and it's getting tougher all the time. Lucky for us, there are some **winning strategies that really work** – [see for yourself!](#)

#### Just a sample of the sales-skyrocketing strategies you'll master:

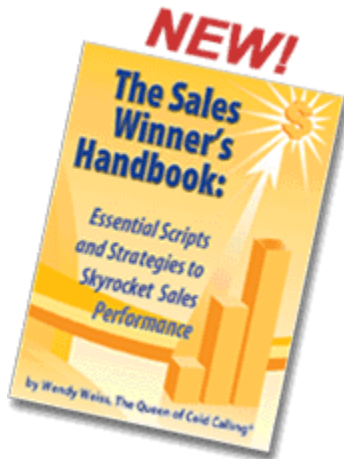
- **7 NEW rules of cold calling** • the game has changed! It's a tough selling environment, and these new rules show you how you can get **more results** from **less calls!**
- **10 email & 12 voicemail tactics** • step by step guidance and detailed techniques to **find & connect with key decision makers**, even if you're not sure where to start!
- **3 gatekeeper-busting scripts** • gatekeepers don't have to be a pain – they can be a source of **valuable info.** Find out how to get the goods so you can walk on by!
- **19 smooth-sounding setups** • subtly gather all the information you need to **fascinate** and **compel** your prospects to **action!**
- **15 sure-fire closing scripts** • time-tested scripts, proven to work. **Close more sales, seal more deals and nail more appointments!**

**GUARANTEED!**



Yes, **guaranteed!** If you're not satisfied, you'll get all your money back, simple as that. These strategies really will help you **skyrocket your business** by phone – you can count on it.

Sales can be rough these days... it's time for all of us to start playing to win if we want to **get results**. That means having expert technique and a solid plan of action – you're getting both in **The Sales Winner's Handbook!**



**Yes! I could use a boost in sales...**  
Please send me my copy of  
**"The Sales Winner's Handbook"**  
**TODAY!**  
Million dollar scripts, risk free at only **\$47!**

Our colleagues are really excited about the results they're getting with **"The Sales Winner's Handbook"**. Here's what people have been saying:

"I have totally overcome my fear of cold calling. I now have a **100%** cold calling success rate!"

- Lynda Decker  
*Decker Design, Inc.*

"In comparing the number of new business meetings for this **6 months** to the same time frame last year, the results are quite remarkable. Our Junior Brokers increased new business meetings **51%**, resulting in a projected **\$1.1 million** revenue increase."

- Peter Hennessy  
*President, The Staubach Company*

"What a breakthrough! I'm now making calls consistently... The result? Retail sales are climbing... my organization doubled in one month."

- Elizabeth Thorn  
*Nikken*

**You're about to skyrocket your sales performance –decision makers beware!**

There's just one more thing I wanted to mention. Actually, there are **5** things – and all of them are **FREE BONUSES!**

Your book may take a few days to arrive in the mail – but you're going to get **\$227 worth of business-building tools INSTANTLY, absolutely free!** Here's what you're getting:

- ✔ **Finding Your Ideal Prospects – Those Most Likely to Buy** • this recorded webinar (a \$99 value) reveals insiders' secret resources that will show you how to reach targeted prospects... and how to compel them to act!
- ✔ **Interview Transcript: Wendy Weiss and Geoffrey James** • you'll learn proper voice mail structure, scripting techniques and more in this CBS interview transcription (a \$27 value) – plus 4 unique ways to build your sales pipeline!
- ✔ **The Voice Mail Report: Naming and reaching the Decision Maker** • discover how to bypass voice mail, learn effective email strategies and 7 key techniques for naming your key prospects in this written report (a \$27 value).
- ✔ **Ideal Leads Quick Start Guide** • a detailed listing of highly targeted prospect resources that most sales specialists never even think of (a \$27 value)!
- ✔ **Ideal Prospect Profile Workbook** • these step by step directions (a \$47 value) will help you get ahead of the game by quickly implementing quality tools and tactics to find premium leads – free!

**And that's on top of the 53 performance-skyrocketing scripts in [The Sales Winner's Handbook!](#)**

With only minor edits to tailor them to your business, following these scripts and strategies will net you the kind of results many people don't even know are possible.

Not long ago I had an idea that I thought would be great for a specific group of ideal prospects. So, I picked up the phone and made 5 cold calls. Here's what happened:

- ✔ **5 calls secured 4 deals.**
- ✔ **Each deal won me an introduction,**
- ✔ **And a respected third-party endorsement,**
- ✔ **Plus personal contact with 830,000 ideal qualified prospects!**
- ✔ **The best part: it took less than an hour of my time!**

## ↑ **YOU can start looking forward to results like these!** ↑

**Really!** Even in today's uncertain economy. This is actually a **great opportunity** for us salespeople, and **here's why:**

Other forms of communication – marketing, networking, social media and so on – are *reactive* approaches to drawing prospects. You put yourself out there and hope for the best: maybe someone will come along and see your message.

See, **it's kind of like fishing:** you toss a worm off the dock and hope that prized fish will swim by... and usually, he doesn't. That's because you're playing the numbers game, just like everybody else. By the time that fish gets around to your hook, he's seen so many worms he doesn't even want to *think* about them anymore!

**Want to land big fish consistently? Then you need tips from a pro** – someone familiar with the lake who knows what the fish like to eat and where they're going to be.

Anything else is just a guess. With **“The Sales Winner's Handbook”**, you're getting a “fish finder” **designed and used by a pro** living on the lake and catching dinner **every day!**

That's like **putting all the biggest fish together in a barrel** and offering up their favourite snack – sounds a lot better than playing the numbers game, doesn't it?

**That's our opportunity** – while the competition sits back and waits for their prospects to find them, you and I are actively seeking them out with **targeted sales tactics!** They're kicking back on the dock while we're finding and fishing all the hot spots...

**Professional phone communication is still  
the fastest and most effective way to  
do business!**

And **“The Sales Winner's Handbook”** is the best tool available to skyrocket your sales performance...  
**guaranteed.**

These **53 powerhouse scripts** will light a fire up under your phone sales. If you're a business owner, sales specialist or appointment setter, **"The Sales Winner's Handbook"** is going to **drive your revenues through the roof** – I promise.

**You're actually getting a complete sales kit**, as well as my top performing sales strategies... **absolutely free of charge!**

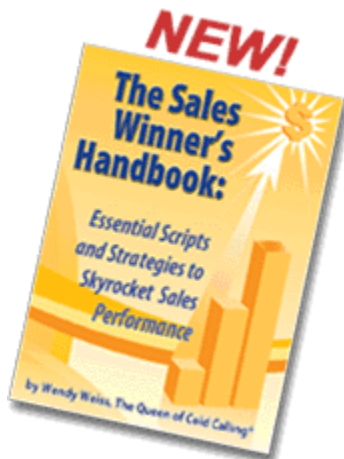
- ✔ **Finding Your Ideal Prospects - Those Who are Most Likely to Buy**
- ✔ **Interview Transcript with Geoffrey James**
- ✔ **The Voice Mail Report: Naming and Reaching the Decision Maker**
- ✔ **Ideal Leads Quick Start Guide**
- ✔ **Ideal Prospect Profile Workbook**

**That's over \$227 in business building tools – FREE!**

These scripts, strategies and tools are worth literal *millions in revenues* to my clients (and that's no exaggeration). But now, **you** can enjoy the same success for **just \$47!**

If you're doing business of any kind by phone, **"The Sales Winner's Handbook: Essential Scripts and Strategies to Skyrocket Sales Performance"** is an **absolute must read**: your go-to guidebook with over 20 years of proven tactics and wisdom. This could be the best investment you'll ever make!

**The first print run is going fast – get your copy while you can!**



**I want to SKYROCKET my sales!**  
Please send me my copy of  
**"The Sales Winner's Handbook"**  
(and my free bonuses)  
**TODAY** for just \$47, **RISK FREE!**

My fellow sales specialists, playing “the numbers game” doesn’t work and it never did. Believe me, **once you’ve hit the hotspots, you’ll never want to fish off the dock again!**

**To your cold calling success,**

*Wendy Weiss*

The Queen of Cold Calling™



**P.S.** • Remember, **your satisfaction is 100% guaranteed** – no strings! If you’re not happy with **“The Sales Winner’s Handbook”** for any reason, just let me know – you’ll get all your money back, no questions asked. [Here’s the boost you’ve been looking for...](#)