

## **Cold Calling in the 21<sup>st</sup> Century – What’s Working Today**

July 8, 2008 – **Wendy Weiss**, *The Queen of Cold Calling*, is hosting an informative teleclass called Cold Calling in the 21<sup>st</sup> Century – What’s Working Today and it begins on July 29, 2008 at 4:00 PM Eastern.

Cold calling today is direct, targeted and above all it’s a communication skill. And most importantly, it works. In today’s business environment, however, it is imperative to understand the rules, what has changed, what works today and what will simply waste your time.

Cold Calling in the 21<sup>st</sup> Century – What’s Working Today is designed especially for entrepreneurs, business owners and sales professionals. It will be greatly beneficial for those individuals looking to learn a formula for successfully reaching decision-makers directly and gaining new customers.

Cold Calling in the 21<sup>st</sup> Century – What’s Working Today includes information on:

- Find the prospects who are most likely to buy
- Survive what, in many instances, will be multiple layers of screening
- Separate yourself from the pack and stand out from the crowd
- Guarantee that your prospects will be receptive
- Build rapport and respect with your prospects
- Find your prospects’ hot buttons and what to do with them
- Make your message resonate with your prospects so that they want to hear more
- Win your prospects’ business
- And much, much more

The teleclass is delivered via your own telephone line and can be attended from the comfort of your home or office. The teleclass is also recorded and a copy is given out to all participants who register making it the perfect alternative to those individuals who lead busy lifestyles and can not attend live.

Individuals or groups can register for Cold Calling in the 21<sup>st</sup> Century – What’s Working Today at <http://wendyweiss.com/tele-21century.html>.

**Wendy Weiss**, *The Queen of Cold Calling*, is an author, speaker, sales trainer, and sales coach. She is recognized as one of the leading authorities on lead generation, cold calling and new business development and she helps clients speed up their sales cycle, reach more prospects directly and generate more sales revenue. Her clients include Avon Products, ADP, Sprint and thousands of entrepreneurs throughout the country.

Wendy has been featured in the *New York Times*, *BusinessWeek*, *Entrepreneur Magazine*, *Selling Power*, *Sales & Marketing Management* and various other business and sales publications. She is also a featured author in two recently released books, *Masters of Sales* and *Top Dog Sales Secrets*.

Wendy is the author of the book, Cold Calling for Women. She has also created numerous self-study programs including Cold Calling College, The Miracle Appointment-Setting Script and Getting Past the Palace Guard.

Find out more information about this teleclass can be found at:

<http://wendyweiss.com/tele-21century.html>

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