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Sales Professionals, Entrepreneurs and Business Owners: The Real Secret to Prospering During a Recession

In a thriving economy prospects are plentiful. It doesn't take much effort for sales representatives to find qualified prospects who are ready to buy. In today's business climate, however, budgets are tightening, fewer dollars are being spent and decision-makers are busy, overworked, stressed out and unwilling to even considering spending. With the economy in a downturn, the sales professionals who survive and prosper are the ones who know how to find and sell to new prospects that need what they are selling.

In an effort to help business owners, entrepreneurs and sales professionals open doors to new sales opportunities, Wendy Weiss, *The Queen of Cold Calling*, is launching the *Cold Calling Tips Podcast*. Starting in June 2008, the *Cold Calling Tips Podcast* will be published twice monthly, and is full of cold calling, prospecting and new business development tips that will help listeners prospect fearlessly and turn cold calls into sales revenue.

Says Ms. Weiss, "Prospecting by phone is direct, proactive and effective. For cold calling to work well, however, it needs to be highly targeted, focused and have a compelling message. Bottom line: Cold calling is a communication skill and like any communication skill it can be learned and improved upon. That is why we are rolling out these tips, to help sales representatives, entrepreneurs and business owners build skills that will result in generating sales revenue."

Download the *Cold Calling Tips Podcast* at <http://wendyweiss.com/blog/category/the-queens-audios/> or subscribe to the feed at <http://wendyweiss.com/blog/?feed=podcast>. For further information on any Weiss Communications sales-enhancing programs or products visit <http://www.queenofcoldcalling.com>. To reach Ms. Weiss directly, email wendy@wendyweiss.com.