



412 West 25th Street, Suite 1F, New York, NY 10001
Tel: 212-463-8212 Fax: 212-807-9875
wendy@wendyweiss.com www.wendyweiss.com

FOR IMMEDIATE RELEASE

CONTACT: Wendy Weiss (212) 463-8212

Terminate Telephone Terror

What can strike terror into the heart of even the most successful sales professional or entrepreneur? What can crush self-confidence, destroy self-esteem and leave even the most seasoned quivering with humiliation and defeat? ***The Terror of Cold Calling.***

But fear not! Wendy Weiss, *The Queen of Cold Calling*, and author of *Cold Calling for Women* is making it easy for entrepreneurs, business owners and sales professionals to prospect fearlessly and increase sales. She is offering *Cold Calling College—Live!* an 8-week intensive coaching program to help them eliminate fear and schedule more new business appointments in less time.

Participants learn to target the prospects most likely to buy and to bypass gatekeepers and voice mail to reach those prospects directly. They learn to craft scripts that make prospects *want* to meet them and they learn answers to any and all objections that prospects might voice. Participants gain the skills to increase their business now.

“Wendy’s cold calling tactics are well thought out and they work... they are easily duplicable... She sold me—something that no other vendor who had cold called me in the past was able to accomplish.” says Sheril Hirsch, Director, U.S. Sales Leadership, Avon Products, Inc.

Wendy Weiss, *The Queen of Cold Calling*, is a sales trainer, sales coach and author. In business for over 15 years, she challenges the traditional thinking about cold calling and sales and provides specific information that empowers entrepreneurs, sales professionals and business owners to outsmart and outsell the competition.

For information and/or to register for *Cold Calling College—Live!* visit <http://www.queenofcoldcalling.com>. To reach Wendy directly and/or for information on other sales-enhancing Weiss Communications products, (212) 463-8212 or e-mail wendy@wendyweiss.com.