

## NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Wendy Weiss, (212) 463-8212

### **Phoenix Businesswomen Make Money with *Cold Calling for Women***

New York, NY, January 2, 2001 -- Speaker and author Wendy Weiss will help Phoenix businesswomen make more money at the Entrepreneurial Excellence Awards sponsored by the Working Woman Network, January 23, 2001.

In sales one must “open the door” in order to “close the sale.” Ms. Weiss, author of *Cold Calling for Women: Opening Doors & Closing Sales* is conducting a workshop by the same name for area businesswomen. The workshop outlines clearly and succinctly, step by step, the what, why and how of cold calling and opening those doors. *Cold Calling for Women* also deals specifically with issues faced by women in sales. For women, how we perceive ourselves, how others perceive us, the societal norms of what is considered to be “feminine” versus the proactive approach needed for sales, all come into play.

Wendy Weiss is a speaker, consultant and business coach specializing in cold calling and sales training. She started her business in 1988 representing diverse clients and cold calling for them. Wendy’s marketing/sales skills combined with a “hands-on” understanding of the issues involved in cold calling and sales yield a unique perspective on creating new business.

Ms. Weiss is available for appearances and interviews.

The book, *Cold Calling for Women: Opening Doors & Closing Sales* is available from D.F.D. Publications, P.O. Box 20664, London Terrace Station, New York, NY 10011, by calling toll free: (888) 522-8212 or through the internet: [www.coldcallingforwomen.com](http://www.coldcallingforwomen.com). The price is \$15.95. *Cold Calling for Women* also comes with a 100% money back guarantee.