

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Wendy Weiss, (212) 463-8212

“Queen of Cold Calling” Commands: Open Doors & Close Sales! (And she tells you how!)

New York, NY, April 30, 2001 -- *Question: In this economic downturn, what is the unending burden faced by all entrepreneurs and business owners?*

Answer: Developing new business.

Wendy Weiss, author of *Cold Calling for Women: Opening Doors & Closing Sales* and the “Queen of Cold Calling” is pleased to announce the launch of *Opening Doors & Closing Sales*, a free, sporadic, as-the-spirit-moves-Wendy e-mail newsletter committed to helping entrepreneurs and business owners develop new business contacts and close sales.

Wendy Weiss is a sales trainer and business coach specializing in cold calling and new business development. In business for over 12 years, her 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. Wendy is also the author of *Cold Calling for Women: Opening Doors & Closing Sales*, a down-to-earth, easy-to-read book that helps women make more money.

To subscribe to *Opening Doors & Closing Sales*, the free, sporadic, as-the-spirit-moves-Wendy e-mail newsletter, simply e-mail Wendy at wendy@wendyweiss.com. To reach Wendy Weiss directly, (212) 463-8212.

Cold Calling for Women: Opening Doors & Closing Sales is available at www.wendyweiss.com or by calling toll free: (888) 522-8212. The price is \$15.95. *Cold Calling for Women* also comes with a 100%, total, money back guarantee.