

NEWS RELEASE

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Outsmart & Outsell the Competition—For Free!

New York, NY, June 24, 2001 -- For entrepreneurs and sales professionals seeking to grow their businesses, Wendy Weiss, author of *Cold Calling for Women: Opening Doors & Closing Sales* offers a one-time, value-packed, Introductory Sales Coaching Session--free.

Wendy Weiss challenges the traditional thinking about cold calling and sales. She provides specific information that empowers sales professionals to outsmart and outsell the competition and increase business. Those coached gain confidence, close more sales and make more money. And she makes it easy—the first session is free.

Vincent Sheehan, President of NYSpace.com states, “Individualized coaching [has made] my sales staff both successful individuals and members of a cohesive sales team.”

Wendy Weiss is a sales trainer and coach specializing in cold calling and new business development. In business for over 12 years, she combines her marketing/sales skills with a “hands-on” understanding of the issues involved in cold calling and sales to yield a unique perspective on creating new business. Her book, *Cold Calling for Women: Opening Doors & Closing Sales*, is a down-to-earth, easy-to-read guide to making more money through increased sales.

To sign up for a Free, Introductory Sales Coaching Session please call (212) 463-8212 or e-mail wendy@wendyweiss.com.

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 plus shipping. *Cold Calling for Women* also comes with a 100%, total, money back guarantee.

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