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## **Increase Sales Now**

**New York, NY, March 5, 2002** -- The economy. Money is tight. Sales are down. Business evaporates. What is an entrepreneur or business owner to do? Panic? Shut your doors? Retire? A better idea: Develop new business with a simple, inexpensive and effective tool—the cold call.

Cold calling is a pared-down, specific communication skill. It is direct, proactive and personal and allows the caller to stay in control of the sales process. Prospecting by telephone is convenient, efficient and far-reaching and expenses for this type of new-business development are minimal. All one needs are a telephone and a list.

What stops entrepreneurs, business owners and sales professionals from taking advantage of this easy-to-use and effective sales tool? Sales Trainer/Sales Coach, Wendy Weiss, says the two big issues are fear and simply not knowing what to say. “Effective cold calling is a communication skill that many entrepreneurs and business owners lack. But like any communication skill it can be learned and improved upon.” Ms. Weiss addresses these issues in her recent book, *Cold Calling for Women: Opening Doors & Closing Sales*, a down-to-earth, easy-to-read book that helps women entrepreneurs and sales professionals make more money through increased sales.

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

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