

FOR IMMEDIATE RELEASE

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Money is tight. Sales are down. Business evaporates.

“The Queen of Cold Calling” offers powerful new sales tool designed specifically for printers.

New York, NY, September 11, 2003 -- . To aid printing/graphic arts companies, Wendy Weiss, *The Queen of Cold Calling* has created a new interactive CD-ROM, *Cold Calling for Printers*. It is designed specifically for print and graphic arts business owners, sales representatives, account representatives—anyone in the industry who is responsible for generating sales.

Cold Calling for Printers is an interactive CD-ROM workbook that walks the user through the process of making calls to potential customers. It tells you how to target the “ideal customer,” get past all of the screens, handle voice mail, answer any and all objections and create a cold calling script that makes prospects want to see you! The user will finish *Cold Calling for Printers* with a customized script that they can immediately use to easily and efficiently generate new business.

Wendy Weiss, *The Queen of Cold Calling*, is a sales trainer, sales coach and author. Her clients include PrintImage International; Association of Graphic Communications; Printing Industries of Maryland; Printing & Imaging Association, Mountain States; the Graphic Artists Guild and the Printing Industries of Connecticut and Western Massachusetts. Wendy is also the author of *Cold Calling for Women: Opening Doors and Closing Sales*. She has been quoted in *BusinessWeek*, *Entrepreneur* and various other business and sales publications.

Cold Calling for Printers is \$67.00, includes a half-hour telephone consultation with *The Queen of Cold Calling* and comes with a 100% lifetime (Wendy’s lifetime) guarantee! For more information or to order *Cold Calling for Printers* visit <http://www.wendyweiss.com> or call toll-free (866) 405-8212.

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