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Ask for What You Want—And Get It!

New York, NY, February 18, 2003 -- Asking for what you want can inspire terror. “Am I being too aggressive? Am I being too pushy? How will the other person react?”

Think how much more difficult and terrifying it is when the asking is done over the telephone. There are no visual cues, no easy “read” on the other person. Multiply that difficulty and terror by a factor of at least four when the call is a “cold” one to a stranger asking for new business, an appointment or a sale. This is exactly what women entrepreneurs, business owners and sales professionals face every day.

The solution? *Cold Calling for Women: Opening Doors & Closing Sales* by Wendy Weiss, a down-to-earth, easy-to-read book that helps women make more money through increased sales.

“Effective cold calling is a business skill that many women are lacking,” says Melissa Wahl, Executive Director of the National Association for Female Executives. “Because of this, they often end up taking the rejection personally” she explains. “Using *Cold Calling for Women*’s active listening techniques can help turn prospect objections into client opportunities.”

Wendy Weiss, “The Queen of Cold Calling,” is a sales trainer and sales coach specializing in cold calling and new business development. In business for over 15 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.

Cold Calling for Women: Opening Doors & Closing Sales is available at www.wendyweiss.com or by calling toll free: (866) 405-8212. The price is \$15.95 plus shipping. *Cold Calling for Women* comes with a 100%, total, money back guarantee.

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