

NEWS RELEASE

FOR IMMEDIATE RELEASE

CONTACT: Wendy Weiss, (212) 463-8212

**Women:
We have deodorants “just for us.”
We have cigarettes “just for us.”
Now something useful just for us.**

New York, NY, February 9, 2000 -- D.F.D. Publications is pleased to announce the publication of *Cold Calling for Women: Opening Doors & Closing Sales* by Wendy Weiss. *Cold Calling for Women* outlines clearly and succinctly, step by step, the what, why and how of cold calling and deals specifically with issues faced by women in sales. For women, how we perceive ourselves, how others perceive us, the societal norms of what is considered to be “feminine” versus the proactive approach needed for sales, all come into play. Now--at long last--a book that addresses these special cold calling concerns! Whether you are a beginner or a seasoned cold caller looking to improve your skills, *Cold Calling for Women* offers down to earth, practical, specific advice based on real-life, hands-on cold calling experience.

Wendy Weiss is a marketing consultant specializing in new business development. She started her business in 1988 representing diverse clients and cold calling for them. In addition to authoring this book, she is a speaker, consultant, sales trainer and personal coach. 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.

Cold Calling for Women: Opening Doors & Closing Sales is available from D.F.D. Publications, P.O. Box 20664, London Terrace Station, New York, NY 10011 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.