

**WENDY WEISS**

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**From:** "Jennifer Younge" <jyounge@rcnyc.com>  
**To:** <ginamac29@aol.com>  
**Sent:** Thursday, June 13, 2002 4:32 PM  
**Subject:** My favorite book

My favorite author and book of the summer.

If ever I worshiped a book it would be *Cold Calling for Women: Opening Doors & Closing Sales* by Wendy Weiss. Her book has changed my life as well as impacted the 13 other people with whom I work.

This is my first job in sales. I work for a small graphic design studio in the Flat Iron district. We are 14 people and I am the only sales person. When I arrived six months ago I realized that my natural ability towards selling was not going to be enough. So, feeling kind of insecure about my abilities, I began reading all the books I could find on selling. After all was said and done, not one book has had such a profound impact on my life as Wendy's book. Thanks to Wendy's helpful tips, I've arranged meetings with The Trump Organization, The Bank of New York, Trammel Crow Company, Cushman & Wakefield, The CIT Group, AIG, The Depository Trust & Clearing, Snapple Beverages and dozens more.

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