



T r e n d S i g h t™

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Dear Wendy,

Cold Calling for Women is one of the most helpful books I've ever read. It starts well before the tactics of picking up the phone to include the important strategies of identifying your market, targeting the right prospects, and positioning your product or service for maximum appeal. That said, it is also extremely specific in terms of tips and techniques for handling each stage of the cold calling process – something I was formerly terrified of. By the time I finished this book, I thought “Hey – I can do this!” Let me tell you – that's saying a lot!

The book is also wonderfully readable and blessedly concise. Your energetic writing style makes it a fast read, and the exercises you include motivated me to take action NOW. I read it cover to cover in one sitting – including all the exercises and note-taking – and by the time I was done, I was ready to pick up the phone and get started!

Thank you for writing a fabulous book that coached me through such a critically important business skill.

Warm Regards,

Martha Barletta,

Author of *Marketing to Women: How to Understand,
Reach and Increase Your Share of the World's Largest Market Segment*
(Foreword by Tom Peters)