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# Hot For Cold Calling In 45 Minutes: How To Boost Your Success Rate On The Phone

TIM TAXIS

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# HOT FOR COLD CALLING IN 45 MINUTES

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HOW TO BOOST  
YOUR SUCCESS RATE  
ON THE PHONE

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"With this book you will open the doors of decision makers  
which have remained closed until now."  
*Chris DeBner, Executive Director, Ernst & Young*



## Synopsis

Nobody likes cold calling. At the same time, the phone is and remains the most effective way to get qualified appointments with new business clients. The question is: How can the initial contact by phone be made genuine, simple, and highly successful? Moreover, how can cold calling be made enjoyable-for you and your customer? The answer lies in this book. Tim Taxis not only shows what you have to do, but above all, how to do it. Tim Taxis' concept is new and unique. Short, incisive, and vital-with countless examples culled from experience and designed for practical application.

"Top trainer Tim Taxis has succeeded in something that we haven't seen in a long while: genuinely new approaches in cold calling. These approaches are extremely effective and lend themselves to application seamlessly." Christian Petschik, Vice President Sales, arvato AG - a Bertelsmann company "There are countless books on sales and prospecting. My impression is that they offer old wine in new skins. This book is completely different. It provides brand-new techniques which you've never seen before. With this book you will open the doors of decision makers which have remained closed until now." Chris Debner, Executive Director, Ernst & Young ENJOY THE NEXT 45 MINUTES OF INSPIRATION AND A FULFILLING READ!

## Book Information

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## Customer Reviews

Awesome! Fantastic! Great!After reading the German version (which was already fantastic), I was curious if it could help me also for my international accounts and my Tradelane sales staff. I can only recommend this book, we had some great success stories in trying the hints and tips out - it really works!

I was completely blown away after reading "Hot For Cold Calling in 45 minutes" from Tim Taxis. This book will appeal to the entire spectrum of cold callers from the fumbling beginner to the expert still striving to achieve more. In my opinion everyone can benefit from this book! I have tried to read numerous cold calling books but this is the first one that I have actually completed, simply because I found it bursting with fresh, practical ideas and techniques which are really simple to apply. It is also mega condensed which I really like - it only took me 41 minutes from beginning to end - that's what I call efficient and effective use of my time. At the beginning of the book you are immediately hit by cold call examples (which is great!) and then taken step by step taken through the excellent Taxis Method. It also gave me a good overview of the psychological aspects of cold calling in terms of gaining trust and connecting. Here in my view are the main attributes of this book:- The Tim Taxis concept is NEW and UNIQUE - you do not find this in any other books I have read on this subject- The 45 minute concept is also UNIQUE - I have found no other cold calling book that covers this topic in such a concise bite-size way- The writing style is informal and very accessible (beginners do not find intimidating and I expect experts do not find it patronizing)- This is not a dry theory book written by an academic but a hands on person with a massive proven sales success (style is practical and applied and not theoretical)- Loaded with new techniques and great examples- Layout is very crisp and well structured To summarize: I HIGHLY recommend you READ this book!!!!

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