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NO MORE COLD CALLING
The Breakthrough System That Will Leave Your
Competition in the Dust
By Joanne S. Black
Warner Business Books/Paperback
Publication Date: April 13, 2007
\$13.99/265 pages/ISBN: 0-446-69538-6

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**SALES STRATEGIST JOANNE S. BLACK'S
POPULAR GUIDE TO REFERRAL SELLING
NOW AVAILABLE IN TRADE PAPERBACK**

**Warner Business Books Releases “NO MORE COLD CALLING™: The
Breakthrough System That Will Leave Your Competition in the Dust”**

SAN FRANCISCO (March 7, 2007) _Every day thousands of salespeople and business owners spend hours making cold calls, even though they can't turn more than 3 percent of cold prospects into customers. If they used referral selling instead, their prospects would become customers between 50 and 90 percent of the time.

So why don't more salespeople practice referral selling? Because there hadn't been a powerful system to guide them until sales strategist Joanne Black created one.

Joanne explains her breakthrough selling system in depth in “**NO MORE COLD CALLING: The Breakthrough System That Will Leave Your Competition in the Dust**” (Warner Business Books/Trade paperback/April 13, 2007/\$13.99). The complete hard cover edition of this invaluable guide is now available in a trade paperback. In it, salespeople of all kinds will learn how to convert to referral selling now and forever.

Joanne Black's proven 5-step referral selling system is described in detail in this one-of-a-kind guide. You will learn *how to boost your close rate to 80 or 90 percent, send your commissions soaring, work less, and enjoy it more* - - all without ever making a cold call.

A sales strategist for more than 30 years, Black explains why cold calling and other ineffective prospecting techniques persist even though most sales reps know they don't work. She addresses *the fear of the unknown, the forces of habit*, and other reasons why sales reps – and very often, their managers – stick stubbornly to outmoded traditional sales strategies when referral selling will boost sales, reduce stress and bring better customers.

Black provides her unique step-by-step “atTRACT” process for becoming a referral-selling powerhouse. “**NO MORE COLD CALLING**” shows you how to:

- Identify your “Ideal Customer” and find lots of them – in your industry, your neighborhood, your social club, even the airplane seat next to you.
- Get introductions to qualified prospects (and don't kid yourself, if you don't have an introduction, it is just another cold call).
- Connect personally with your referrals from the very first handshake.

Black has discovered that what stands in the way of most salespeople asking for referrals is that asking makes them uncomfortable. Her “atTRACT” system turns this around, so that asking for referrals becomes one of the best parts of a salesperson's routine.

“You will love the excitement you feel when you're working with the right customers,” says Black. “You become supercharged when you're face-to-face or having a vigorous conversation on the phone. You are present, energized, and know you're doing great work. I believe that no one should have to cold call – ever!”

“**NO MORE COLD CALLING**” includes a wealth of tools based on Black's years of real world experience – including suggested scripts, practice techniques, action steps, worksheets, and a troubleshooting guide to help with some of the common problems sales professionals face.

Black explains:

- How to make alliances and build networks that come back to you in the form of solid referrals.
- How to measure referral selling as effectively as you used to measure cold calling.
- How to increase revenue and decrease sales costs.
- Why you must say goodbye to the bad clients in order to attract new and profitable ones.
- How to hardwire referral-selling into your organization.

“**NO MORE COLD CALLING**” provides the information and inspiration you need to change your sales strategies and quite possibly your entire life. With “**NO MORE COLD CALLING**” as your guide, referral selling will be easier than you think and more rewarding than you could imagine!

About the Author

The nation's leading expert in referral selling, Joanne S. Black is the founder of No More Cold Calling® LLC. She is a sales strategist, business consultant, speaker and sales workshop leader. Her clients include Applied Communications, California State Automobile Association, Charles Schwab, Colliers International, KPMG, M3iworks, The Marlin Company, The Mechanics Banks and dozens more.

Joanne S. Black appears frequently in the media. Her advice on referral selling has appeared in print and online in The Los Angeles Times, Agent's Sales Journal,

800CEORead and others. She has also been a guest on radio and TV, including “Jim Blasingame’s Small Business Advocate,” “Entrepreneur Magazine Radio Sales Show,” San Jose’s “Bay Area Vista” and Nashville’s “Talk of the Town.”

No More Cold Calling is headquartered in Northern California with branches throughout North America. For more information visit www.NoMoreColdCalling.com.

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