



For Immediate Release

Smart Selling in a Tough Market is Easy with Joanne Black's Referral-Selling System

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Joanne Black (<http://www.nomorecoldcalling.com/about.html>), professional speaker and the author of No More Cold Calling™, published by Warner Business Books, teaches salespeople easy techniques to get business despite a soft economy. "Implementing a referral-selling system (<http://www.nomorecoldcalling.com/index.html>) is the secret strategy to consistent sales but you have to understand the process," says Black, America's leading authority on referral selling.

Recession-Proof Your Business

In her newest article, "8 Killer Steps to Recession-Proof Your Business," Black explains how to accelerate your sales in a lagging economy, retain your loyal customers, and attract new business without increasing your cost of sales. Clients learn how to sell more with higher margins, accelerate a "win" ratio, and take business away from the competition. Click here to listen to Black's podcast on her top-selling tips (<http://www.nomorecoldcalling.com/news.html#podcasts>) which include:

1. Broaden Your Perspective
2. Be Nimble and Innovative
3. Dazzle Your Current Customers
4. Don't Cut Prices

"When a qualified prospect is referred, you get a new client a minimum of 50 percent of the time, and typically between 70 and 90 percent of the time," says Black. Visit the No More Cold Calling site, read Joanne's articles, and access valuable resources, including the new Recession-Proof Your Business Emergency Kit (<http://www.nomorecoldcalling.com/products-recession-proof.html>).

About Joanne Black

Joanne Black is a professional speaker and author of the Referral-Selling Book, "No More Cold Calling™" referral-selling system. Joanne and her team work with client companies in the United States and internationally to help them achieve business growth through dynamic sales strategies and training programs. NO MORE COLD CALLING™: The Breakthrough System That Will Leave Your Competition in the Dust.

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