



The No More Cold Calling® Workshop

Get HOT Sales Leads Without Cold Calling

Wouldn't you rather *take* a sales call than *make* a sales call? With referral selling, you get a new client 50 to 90 percent of the time! There are no other sales strategies that can deliver legions of prospects you specifically target, wanting to meet you. You can actually work less and get more quality clients!

Perhaps you think you've already tried "referral selling" but haven't had the success you expected. Chances are you and your sales team may have been "asking" for referrals without knowing how. The No More Cold Calling Workshop equips you with the skills to find clients who truly need your products and services, get those treasured introductions to your ideal clients, and close more business faster.

In the Workshop, you will **learn how to acquire qualified referrals and turn them into sales.** You and your team will:

- Develop sales messages that differentiate you from competitors
- Increase your sales leads and decrease your prospecting time
- Learn how to get qualified leads from the people you already know
- Convey the true value and benefits of your products and services from the client's perspective
- Discover how to compel prospects to return your calls
- Obtain better customers, better margins, and better long-term relationships
- Apply a step-by-step process for asking for and obtaining high-quality referrals

Leave the **No More Cold Calling** sales training with at least three new tools or ideas that you can implement immediately to dramatically boost the sales of your organization.



"Your program has given me powerful ideas, skills, and tools to accelerate my business. Your techniques are simple and easy to grasp. More importantly, they work! Since I started applying your techniques, I've gained access at a higher level in ten of my target accounts, three of which have already generated business in Fortune 500 companies!"

*Naomi J. Price, Director, National Accounts
Mandel Communications*



RAVES FOR NO MORE COLD CALLING

“Thank you Joanne! After 20 years in sales, it is wonderful to discover new ways of getting business. Obviously, “the obvious isn’t so obvious”, as Tom Peters once said!!”

*Francine Smilen, Partner
Advantage Performance Group*

“The No More Cold Calling process dramatically shortened my business development lead times. I secured two new clients in the first two weeks after putting it in place.”

*Bob Wiesner
Executive Persuasion Group, LLC*

“I always viewed cold calling as a necessary evil—and I was good at it. After attending the No More Cold Calling workshop, I became a believer! I began asking my clients for specific referrals, and I received a referral to what has become one of my largest clients. Joanne’s system is brilliant, and it works!”

*Jude Winterhalter
CAL Insurance*

“Using Joanne’s Referral Selling System, I generated five qualified leads within one month of attending the No More Cold Calling Workshop”

*Shelley Sweet, President
Intercept Management Consulting*

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PROGRAM DESCRIPTION

In the **No More Cold Calling Workshop**, you will learn strategies for maximizing your business-development activities, introducing your business with a powerful ten-second message, and a tested method to identify your ideal client and differentiate your business from the competition.

You will then learn how to get qualified leads from people you already know. Even if you have recently relocated or feel you have tapped out your resources, you will find out how to get referrals from the people who believe in your business: your current clients. You will practice a step-by-step process to ask for referrals and will become an expert in getting prospects to return your calls.

The workshop concludes with the creation of a comprehensive contact strategy for your business: a referral plan with specific, measurable actions that will keep you on track and focused on specific sales goals.

GROUP SIZE

A one-day session, **No More Cold Calling** is conducted for groups of 12 to 25. Groups of up to 50 can be accommodated with special arrangements. A convenient TeleClass or Web Conference is also available. Graduate sales coaching is recommended to reinforce skills and ensure a maximum return on investment.

AUDIENCE

Ideal candidates are sales managers, salespeople, and business owners.

Build the Referral-Selling System that will leave your competition in the dust. Take The First Step: Call Joanne Black at No More Cold Calling Now! (415) 461-8763

ABOUT JOANNE

Joanne Black is America’s leading authority on referral selling and the author of No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust, from Warner Business Books.

Joanne’s sales strategies are based in the belief that working smart requires fresh thinking and constant refinement. She translates this philosophy into successful projects for clients in diverse industries including financial services, professional services, insurance, mortgage brokers, realtors, public relations, hi-tech, and cross-industry consulting firms.

Her system continues to increase the performance of many leading organizations, including: California State Automobile Association, CCH Knowledge Point, Charles Schwab, Colliers International, KPMG, Mandel Communications, The Marlin Company, and The Mechanics Bank.

No More Cold Calling is a registered service mark of Joanne S. Black.