

The Most Powerful Weapon in Your Marketing Arsenal



If you sell in the B2B market, the telephone is the most powerful weapon in your marketing arsenal. The problem is that very few people know how to use it effectively. Salespeople don't have time for cold calling, and they dislike rejection. But most telemarketers are more fit for interrupting your dinner than getting an appointment with a CXO. But *The Most Powerful Weapon in Your Marketing Arsenal* will teach you everything you need to know to generate highly qualified sales leads and appointments with decision makers who need your products and services, and who want to talk with you about how you can help - quickly, inexpensively and painlessly. With no gimmicks, and no tricks of the trade, *The Most Powerful Weapon in Your Marketing Arsenal* will give you the effective, professional and easy-to-implement solution to getting in the door, and making sales happen.

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