

PROSPECTING BY PHONE FOR **SMALL BUSINESS**

By **DIANE HELBIG**

Between email and social media, many small business owners think they (or their sales staff) don't need to pick up the phone and call people anymore. Wendy Weiss will be my guest and will be discussing why prospecting by phone is your most effective way to build new business.

Wendy Weiss, President of ColdCallingResults.com, is an author, speaker, sales trainer, and sales coach. She is recognized as one of the leading authorities on lead generation, cold calling and new business development and she helps clients speed up their sales cycle, reach more prospects directly and generate more sales revenue. Her clients include Avon Products, ADP, Sprint and thousands of entrepreneurs throughout the country. Wendy has been featured in the New York Times, BusinessWeek, Entrepreneur Magazine, Selling Power, Inc, Forbes and various other business and sales publications. She is the author of, Cold Calling for Women: Opening Doors & Closing Sales and The Sales Winner's Handbook: Essential Scripts & Strategies to Skyrocket Sales Performance.

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