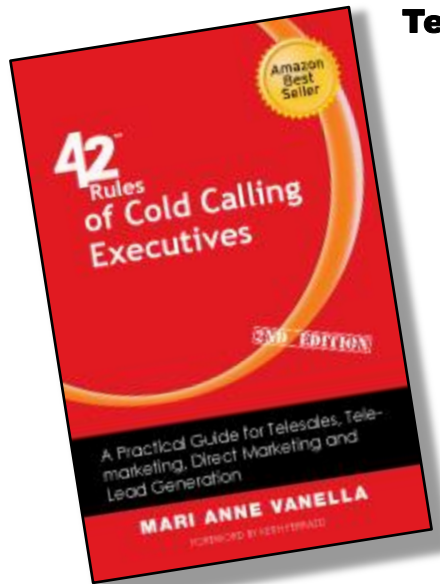


## A Practical Guide for Telesales, Telemarketing, Direct Marketing and Lead Generation



This book contains some of the fundamental principles Mari Anne Vanella has developed over the course of her career. Her clients and her own company use this approach to execute the top performing programs in the industry for the past seven years.



*Mari Anne Vanella*

### ► Get your own customized edition of **42 Rules of Cold Calling Executives (2<sup>nd</sup> Edition)**!

- Insert your personalized letter inside the book
- Make a statement that will be heard and remembered inside your company

Prices for customized (starburst and/or logo on jacket, letter inside) books:

|                   |                 |
|-------------------|-----------------|
| ▪ 10-99*          | - \$ 16.96/book |
| ▪ 100-249*        | - \$ 15.96/book |
| ▪ 250-499**       | - \$ 14.96/book |
| ▪ 500-749**       | - \$ 13.97/book |
| ▪ 750-999         | - \$ 12.97/book |
| ▪ 1,000-4,499     | - \$ 11.98/book |
| ▪ 5,000-9,999     | - \$ 9.99/book  |
| ▪ 10,000-24,999   | - \$ 7.99/book  |
| ▪ 25,000-99,999   | - \$ 6.99/book  |
| ▪ 100,000-999,999 | - \$ 4.99/book  |
| ▪ 1,000,000+      | - \$ 1.99/book  |

eBooks:

|             |                                  |
|-------------|----------------------------------|
| ▪ 1-10*     | - \$ 11.95/book                  |
| ▪ 10-999*   | - \$ 7.50/book                   |
| ▪ 1,000+ ** | - \$ 3.50/book (in lots of 1000) |

\* Plus \$500 customization charge

\*\* Plus \$250 customization charge

Note: Will add shipping (and tax in CA)

### ► More about the Book:

*42 Rules of Cold Calling Executives (2nd Edition)* is an easy to read book that gives concise, easy to implement methods to get results with cold calls.

Reading this book will deliver the following benefits:

- An understanding of the dynamics of a cold call and how you can manage those to get results.
- A refined vision of the objectives of cold calling and how to get results that realize long term benefits.
- Identification and practical use of methods and resources that achieve unbounded success in the cold calling process.
- Practical advice and specific techniques you can start using now that supply how-to solutions to cold calling efforts.

**Want More Info? Contact the Author or Your Super Star Press Sales Representative**

<http://www.happyabout.com/42rules/coldcallingexecutives.php>