



## Cold Calling Mastery: The Professional Advisor's Guide to Selling Everywhere from Wall Street to Main Street (Paperback)

By Scott Pace

Sidecar Press, United States, 2014. Paperback. Book Condition: New. 203 x 133 mm. Language: English . Brand New Book \*\*\*\*\* Print on Demand \*\*\*\*\*. Cold calling is an essential marketing skill for building any professional advisory practice, but many advisors make the mistake of implementing calling campaigns without the most effective methods needed to secure new business in today's evolving marketplace. In Cold Calling Mastery, you will learn: . How to build rapport faster than you ever thought possible. . How to communicate your value and benefits in a matter of seconds. . How to stay relevant and follow up with prospects, plus thoughts on frequency and strategy. . The winner's mindset that you must have to be successful. . Scripts and dialogue, from development to delivery. . How to handle objections. . The best way to create and manage a pipeline. In this book, Scott Pace shares the techniques he perfected during his celebrated sales career of over two decades on Wall Street and Main Street. It is a must-have for professional advisors in financial services, insurance, or accounting. Whether you're a new advisor or a seasoned veteran, Cold Calling Mastery will help you develop the advisory...



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