



# Take the Cold Out of Cold Calling

## Web Search Secrets

Know More Than You Ever Thought You Could (or Should) About Your Prospects, Clients, and Competition

“Richter’s book is a must-have resource for anyone involved in sales and business development.”

Harvey Mackay, Business/Sales Expert and #1 New York Times Best Selling Author

Thousands of books teach you how to sell. Many books teach you how to find data. This is the only book that gives you the inside secrets even the pros don’t know on how to find information and apply it for business success.

*“What Sam teaches is the secrets on how to find inside information and then how to apply it to impress any person, any time.”*

Keith Ferrazzi, Founder & CEO Ferrazzi Greenlight Bestselling Author, Never Eat Alone

Now in its *third edition* and printing, *Take the Cold* ([www.takethecold.com](http://www.takethecold.com)) is a fascinating journey into the world of Sales Intelligence. It is filled with amazing tricks and tips on how to find valuable information on companies, industries, and people. By practicing Richter’s “Warm Call” techniques, studies show that readers will close twice as many deals compared to the competition and provide exceptional client value.

Sam Richter is an internationally recognized expert on sales, marketing, and leadership. His award-winning experience includes the creation of marketing and online programs for some of the world’s most famous brands.

Bookseller Orders (discounts available), Book House Fulfillment, (800) 901.3480 or Ingram, Baker & Taylor, and other distributors. Retail/Credit Card Orders: [www.takethecold.com](http://www.takethecold.com) or (800) 901.3480

*“If you can’t have Sam work with every employee who faces customers and drives sales, the next best thing is his book.”*  
William Rohde, President, Travelers Insurance

In addition to the book, readers receive the downloadable Warm Call Toolbar, and full access to the online Warm Call Center ([www.warmcallcenter.com](http://www.warmcallcenter.com)). Thousands of executives around the world now use Richter’s program and report stunning business results.

Supported by a traditional and online marketing program, a network of loyal readers and presentation attendees, and more than 50 speaking engagements per year ([www.samrichter.com](http://www.samrichter.com)), *Take the Cold* has received “five star” Amazon and hundreds of other very positive reviews. In 2008, the book was a “Best Book Award” finalist and “Sales Book Awards” silver medalist.

*“Want to heat up your sales and your business? This book will do that for you and more...you’re guaranteed to get results.”*  
Rieva Lesonsky, Editorial Dir. Entrepreneur Magazine

To contact Sam for a speaking program or reading, email [info@sbrworldwide.com](mailto:info@sbrworldwide.com).

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