



For more information contact:

Sam Richter
612.655.3397

info@takethecold.com

www.takethecold.com

First-of-Its-Kind Sales Success Book and Program Launches to Rave Reviews

Take the Cold Out of Cold Calling shows how to find the inside information on companies, industries, and people and how to use it to build valuable relationships

MINNEAPOLIS, MN. – July 16, 2008 – After more than 10 years of research, and after hundreds of presentations and case studies, SBR Worldwide, LLC today announced the official launch of its unique sales success book and program, *Take the Cold Out of Cold Calling*. The book, along with its corresponding CD-ROM and Online Resource Center, teaches Web search secrets to find the inside information on companies, industries, and people, and then how to apply what is found to ensure relevant solutions and long-term client value.

The book and CD are available at www.takethecold.com, and through all major book sellers. The book and program's author, Sam Richter, is an internationally recognized expert on sales, marketing, and leadership having trained thousands of business leaders, and in 2007 he was named an Inc. Magazine Entrepreneur of the Year Finalist. *Take the Cold Out of Cold Calling* has received exceptional reviews from sales experts, including a front-cover endorsement and foreword by New York Times #1 Best Selling Author Harvey Mackay (*Swim With the Sharks Without Being Eaten Alive*), who calls Richter's book "a must-have resource for anyone involved in sales and business development."

"Don't let the title fool you—when you meet with someone and don't understand their issues and what they care about, then you're cold calling and thus by definition, almost everyone has cold called," said Richter. "What I teach is where every other book ever written about effective selling leaves off and that is the step-by-step instructions on how to find information, and how to use it to turn any prospect or client interaction into a relevant, welcomed, value-based warm-call."

Take the Cold Out of Cold Calling teaches the theory of value-based selling and the “Fourth R” – Research. Richter guides readers through easy-to-understand instructions on using the Web to find information. The book is filled with examples on how information can be leveraged to provide value, helping salespeople differentiate themselves and their companies. Specifically, readers will learn:

- Tricks for using popular search engines, and how to find results the first time, every time;
- How to access the “Invisible Web”—Web pages that search engines can't find;
- How to access premium information resources (the same ones big companies pay hundreds of thousands of dollars to use) at no or very low cost;
- How to locate free sales lead lists including membership lists and executive contact data;
- How to use the “Customer Data Aggregator” and expert “Warm Call Scripts” to organize information and make a great first impression.

The book come with a CD-ROM featuring the Warm Call Research Guide tip sheet; the Customer Research Management Tool to help organize information; the downloadable toolbar, a continually-updated Internet browser add-on featuring one-click access to information sources; and more. Readers can also visit the Warm Call Resource Center (www.warmcallcenter.com), where they can access the sites and tools discussed in the book.

“A good salesperson does research on companies; a great salesperson does research on people and the things they care about,” said Keith Ferrazzi, Founder & CEO Ferrazzi Greenlight and bestselling author of *Never Eat Alone*. “Anyone can look at a company's Web site. What Sam teaches is the secrets on how to find inside information and then how to apply it to impress any person, any time.”

###

Take the Cold Out of Cold Calling Book Information:

ISBN 10: 1-59298-209-3; 13: 978-1-59298-209-7, pp310 – 7” x 9” – paper. US \$34.95

Published by SBR Worldwide, LLC and Beaver’s Pond Press. To order visit www.takethecold.com/buybook.html

Sam Richter Biography: www.takethecold.com/bio.html

Take the Cold Out of Cold Calling Book Reviews: www.takethecold.com/reviews.html