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The author postulates that if you properly prepare for a cold call (excuse me, "Smart Call") then you will eliminate fear, failure and rejection. That is not entirely true. You can prepare well for a public speech but that doesn't necessarily remove any physiological manifestations of fear of public speaking.

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Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling 3rd Edition, by Art Sobczak was fantastic, and a must-read for any sales and marketing professionals! I'm very selective on the sales thought leaders that I follow over the decades and I've been a B2B sales leader for decades.

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In the newest edition of Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling, celebrated author and sales trainer, Art Sobczak packs even more powerful insight into what many people fear: prospecting by phone for new business. This best-selling guide to "never experiencing rejection again" has consistently found

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Art Sobczak is sharing his proven system for selling by phone in the new, THIRD EDITION of Smart Calling: Eliminate the Fear, Failure, and Rejection from Cold Calling. Instead of using tired old formulas and scripts that customers recognize and dismiss from a mile away, you'll find an intelligent method for engaging prospects in conversations that get results.

~~Smart Calling™~~

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Smart calling: eliminate the fear, failure, and rejection from cold calling Sobczak, Art. This book provides tips and techniques for effective cold calling. It reflects changes and advances in the information gathering that comprises the "smart" part of the calling, and also includes real-life examples and success stories.;Introduction -- The

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