



## No More Cold Calling® The Breakthrough Referral-Selling System

Isn't it great to get a business referral? You bet it is. Your prospect is already pre-sold, you have credibility and trust, and you can move swiftly to a serious business conversation. Your competition's presence is radically diminished. Wouldn't you rather **take** a sales call than **make** a sales call? *When you have been referred, a prospect becomes a client from 50 to 90 percent of the time.*

**Wouldn't it be great if all of your business came from referrals?**

Compare referrals to any other strategy you currently use to attract new customers. For instance, if you currently prospect by cold calling or sending mailings, *chances are you can't turn more than 3 percent of all the cold contacts you make into a warm customer.*

**No More Cold Calling®** is the breakthrough system that can transform your sales organization into a highly refined referral-generating machine. *No other sales strategy will deliver legions of prospects you specifically target wanting to meet with you.* There is no other business-generation process that makes the competition simply disappear.

**Are you ready to transform your sales organization?**

Here's what you'll get working with **No More Cold Calling:**

- *New and profitable clients*
- *Increased revenue and decreased sales costs*
- *Committed and loyal salespeople*
- *Less time spent on business development and more sales leads*
- *Accelerated growth—in new markets or with new products*



### Joanne S. Black, Founder

Joanne Black is the author of **No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust** from Warner Business Books. *This one-of-a-kind selling guide will show you how to send your commissions soaring, work less, and enjoy it more—all without ever making another cold call.*

- *Innovative Sales Strategy Consulting*
- *Captivating Keynote Speaker*
- *No More Cold Calling Workshops*

*“Our sales team tripled its revenue while decreasing sales calls by 50 percent.”*

*John Lucan, former Manager of Technology Tool Sales  
CCHKnowledgePoint*



### **JOANNE SAYS:**

*Referral selling is common sense,  
not common practice.*

*Ask for what you want.  
The more clearly you describe  
your Ideal Client,  
the more readily people will refer you.*

*If you don't have a goal, how will you  
know when you get there?*

*All we have is time—  
it's our choice how to use it.*

*It's about connecting—people buy  
with emotion and justify with fact.*

*I have one cardinal rule:  
Do what's closest to cash first.*

## **THE BREAKTHROUGH REFERRAL-SELLING SYSTEM**

**BENCHMARK** Working together, we will assess your current sales climate, chart your sales process, determine metrics for accountability and success, and set referral sales targets.

**LAUNCH** A great way to launch the system is to have Joanne Black speak at your national sales meeting or yearly kick off. Her keynote speech, *The Power of Referrals*, is both informational and inspirational—and will set the stage for your company's new direction.

**CREATE EXPERTS** The next step in the **No More Cold Calling** system is to build the skills of your sales force to ask for and get qualified leads through referrals. Joanne and her team conduct **No More Cold Calling workshops** that can be delivered locally or through an interactive TeleClass or Web Conference.

**IMPLEMENT** Your organization has committed to a referral selling strategy—now what? How do you implement the strategy? The **No More Cold Calling methodology** enables managers and executives to develop metrics, reinforce skills, and execute new referral selling strategies. Managers learn to lead the transition to referral selling. They clarify their roles, determine actions to take, build a plan for their teams, and set metrics for success.

**ASSURE QUALITY** The final step is graduate coaching, so that everyone on your sales team—managers and salespeople—is accountable, applies the new skills, and gets immediate results.

**MEASURE RESULTS** The return on your investment can easily be measured by increases in revenue, profitability, and new clients. *Our clients typically realize a minimum 25 percent increase in their qualified pipeline, while at the same time decreasing their cost of sales.*

Referral selling will become hard-wired into your organization. Your customers, your peers, your alliance partners, will all be your de facto sales team. The **No More Cold Calling Referral-Selling System** will be working for you!

***Build the Referral-Selling System that will leave your competition in the dust. Take The First Step: Call Joanne Black at No More Cold Calling Now! (415) 461-8763***

### **ABOUT JOANNE**

*Joanne Black is America's leading authority on referral selling and the author of No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust, from Warner Business Books. Her system continues to increase the performance of many leading organizations, including: California State Automobile Association, CCH Knowledge Point, Charles Schwab, Colliers International, KPMG, Mandel Communications, The Marlin Company, and The Mechanics Bank.*

No More Cold Calling is a registered service mark of Joanne S. Black.

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