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Hands-On Referral-Marketing Tips
Sales Expert Announces Website Launch With Leading Experts

(San Francisco, CA)– Joanne Black, America’s leading authority on referral selling, and founder of No More Cold Calling, launches her 21st century website, www.nomorecoldcalling.com, with high-value, news you can use. She’s urging [sales](#) executives, enterprise salespeople, and business owners to visit her site daily and download the latest sales tips and techniques from renowned sales pros.

Joanne says, “The best way to attract new business is referral marketing. Referrals attract more business without increasing costs. By leveraging business referrals, sales professionals and business owners get the meeting at the level that counts, turn prospects into clients more than 50 percent of the time, ace out the competition, and reduce prospecting time.”

World-Leading Sales Contributors

Black introduces her visitors to wisdom from the world’s leading sales sages, each contributing leading-edge thinking via daily guest blog posts and hands-on premier sales give-aways:

- **Nigel Edelshain, Mr. Sales 2.0** <http://www.sales2.com/>
 - **Guest Blog:** “Cold Calling: Forget Plan A, B & C. Let’s Use Plan D”
 - **Sales Gift:** Sales 2.0 eBook, “Don’t Cold Call, Social Call”

- **Jonathan Farrington**, is a globally recognized business coach, mentor, author, and consultant, within the sales space, He is Chairman of The **JF Corporation** and CEO of **Top Sales World** based in London and Paris. <http://www.jonathanfarrington.com/>
 - **Guest Blog:** “Clear Your Organization’s Hurdles to Referral Selling”
 - **Sales Gifts:**
 1. Top Sales Articles 2010 from Top Sales World
 2. eBook, “Are You In Control--Really In Control?”

- **Jill Konrath**, author of **Selling to Big Companies and SNAP Selling** <http://www.sellingtobigcompanies.com/>
 - **Guest Blog:** “Are Your Prospects Suffering from Frazzled Customer Syndrome?”
 - **Sales Gift:** Highly Effective Initial Meetings: 5 Key Strategies to Stand Out From the Crowd

- **David Nour, CEO, The Nour Group, author of Relationship Economics® and Connectivity** <http://www.relationshipeconomics.net/>
 - **Sales Gift:** The Profitable Revenue Growth Webinar Series: A series of 6 webinars, including Penetrating Existing Accounts and Strategic Account Planning



- **Koka Sexton**, Inbound Marketing Manager for **InsideView** and creator of the Social Selling University <http://www.insideview.com/>
 - **Guest Blog:** “Really “See” Who's Who (And Who Matters Most) In Your Network”
 - **Sales Gift:** Selling in the Age of Social Media

- **Ken Shelton**, publisher of **Sales and Service Excellence, Leadership Excellence** <http://www.leaderexcel.com/>
 - **Sales Gift:** Discounted membership to Leadership Excellence and a free issue of Sales and Service Excellence

- **Susan RoAne**, networking expert and author of 7 books, including **How to Work a Room® and the Secrets of Savvy Networking** <http://www.susanroane.com/>
 - Guest Blog: “Packing The Referral Pipeline: The secret to building your sales prospect base”

- **Kelley Robertson**, author of **The Secrets of Power Selling and Stop, Ask, and Listen** <http://www.robertsontraininggroup.com/>
 - **Guest Blog:** “Why Companies Hate Sales People Who Cold Call”
 - **Sales Gift:** 58 Ways to Create Compelling Sales Presentations

- **Tibor Shanto, Renbor** Sales Solutions and author of **SHiFT!--Harness the Trigger Events that Turn Prospects Into Customers**
 - Guest Blog: “Referrals 2.0: Its not just who you know, it's how you know them.”

- **Barry Trailer, Managing Partner of CSO Insights** <http://www.csoinsights.com/>
 - **Guest Blog:** “Four Key Steps to Better Leads!”
 - **Sales Gift:** What Is the ROI for Composing a Definition Of Your Ideal Prospect?

Follow the No More Cold Calling site during the two-week launch (March 10 – March 24, 2011) via **Twitter: Hashtag #GetSales**

About No More Cold Calling

Joanne Black is the author of *No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust*. Her 30-year career includes owning two companies and holding sales and sales management positions with two major consulting and training firms. During the 15 years, Black has built her business solely on referrals and has trained companies in her proven Referral-Selling System. Visit <http://www.nomorecoldcalling.com>

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