



Build Your Business Through Referrals

Joanne S. Black **No More Cold Calling®**

- **Inspirational Professional Sales Speaker**
- **Groundbreaking Sales Author**
- **Innovative Sales Trainer**





The Methodology

Joanne's Referral-Selling System

➤ Breakthrough System

Get the client meeting at the level that counts and turn every client into a source of new business. No More Cold Calling is the breakthrough system that transforms your sales organization into a highly refined referral-generating machine.

➤ Beat the Competition

No other business-development strategy provides legions of prospects you specifically target who are waiting to meet you. Get pre-sold, earn trust, reduce your cost of sales, shorten your sales process, attract new clients more than 50 percent of the time, and make the competition simply disappear.

➤ The Missing Link

No More Cold Calling provides the essential prospecting link missing from every organization's sales process: An actual referral system—a step-by-step referral process to implement immediately. Fast-impact. Simple. Easy to quantify.



The Expert

Joanne Black

America's leading authority on referral selling and founder of No More Cold Calling, Joanne Black helps salespeople, sales teams, and business owners get more referrals and attract more business fast without increasing sales and marketing costs.

Discover how to turn cold prospects into HOT clients more than 50 percent of the time and ace out the competition with her proven, referral-selling system.

A captivating speaker, sales guru, and innovative sales seminar leader, Joanne is changing the business of sales.

Joanne is the author of *NO MORE COLD CALLING™: The Breakthrough System That Will Leave Your Competition in the Dust* (Warner Business Books). In this groundbreaking book, Joanne teaches you how to hit your numbers without hitting the phones, with less sweat, and with results you can bank on.

Some of Joanne's views are contrarian, and in the established school of traditional sales, considered heretical thinking. But for Joanne Black and her clients the only smart approach to client acquisition is referral selling.

Joanne Black is a member of the National Speakers Association and regularly speaks at sales and incentive meetings, sales conferences, and association meetings.



The Speaker

Speaking & Webinar Topics

➤ **Smart Tactics to Generate Red-HOT Prospects: Harness the Power of Referrals**

Tap into Joanne's proven, No More Cold Calling® Referral-Selling System; Boost your sales and fire up your business! Hit your sales numbers without hitting the phones.

➤ **Put the "Social" Back in Social Media**

Social media isn't the next big thing in sales, you are! Get real, get in touch, and get ahead by understanding how social media expands your referral relationships.

➤ **9 Killer Steps to Boost Your Sales**

Shine the light on nine vital business-development steps, and watch your sales soar! Accelerate your win ratio and outsmart the competition.

➤ **Net the Big One: Lure Fortune 500 Clients**

Selling is more complex than ever. Top sales professionals sell differently. Learn and adopt the skills of the top 10 percent and recognize unparalleled revenue and profits.

➤ **Get the Trash Out of Your Sales Funnel: Lead Generation That Works**

Attracting the wrong kind of clients to your business is like dumping trash in your sales funnel. Measure the effectiveness of your funnel by the quantity of your ideal sales prospects.

➤ **Double Your Referral Network in 90 Days**

Learn practical networking tips to boost your sales visibility, strengthen your relationships with current clients, attract new ones, and meet top-notch referral sources.



No More Cold Calling® Sales Training

Sales Training That Works—Immediately



Eliminate the two biggest challenges salespeople face: Getting the meeting at the level that counts and converting prospects to clients. Arrive pre-sold, shorten your sales process, and reduce your cost of sales.

No More Cold Calling training transforms your sales team into a highly refined referral-generating machine. Referrals are common sense, but not common practice. Fewer than five percent of businesses have a targeted referral system with a written referral plan, weekly referral goals, and a way to track and measure results.

Learn the proven practices from the world's leading sales organizations. Join the top 10 percent, distance yourself from your competitors, and recognize unparalleled revenue and profits.

Choose the best delivery option for your team. Each method is field-proven to reinforce participant retention, understanding, and application of the learned skills.



Build Your Business Through Referrals

Resources

Ramp Up Your Referral Game With These Essential **No More Cold Calling**® Resources

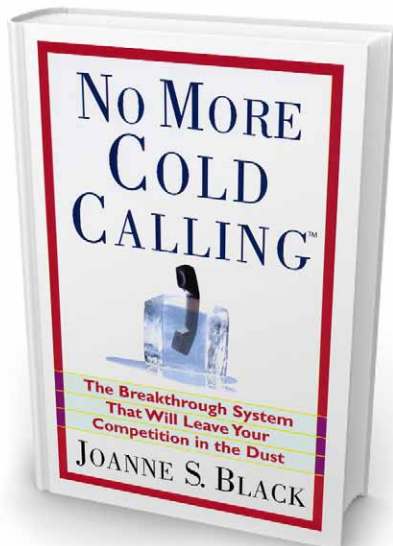
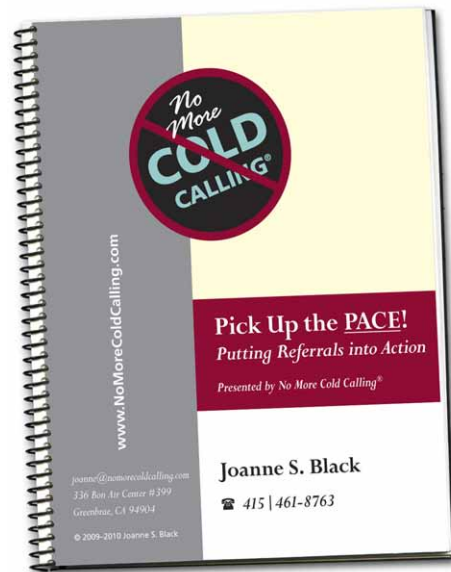


No More Cold Calling CD Set

Get the meeting at the level that counts with this red-hot referral CD set. Hit your numbers without hitting the phones, with less sweat, and results you can bank on!

Pick Up the Pace: Putting Referrals Into Action

This complete No More Cold Calling Referral Selling System, **PICK UP THE PACE**, is your ultimate referral-selling handbook.



No More Cold Calling™: The Breakthrough System That Will Leave Your Competition in the Dust

This one-of-a-kind selling guide shows you how to send your commissions soaring, work less, and enjoy it more—all without ever making another cold call.