



# I'd Rather Have a Root Canal Than Do Cold Calling

Shawn A. Greene

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Who says telemarketing has to be torture, or that you have to be pushy to succeed with it? This book teaches you how to cold call using a consultative style. Learn how to feel way more comfortable making cold calls and how to prevent the urge to throw the phone out the window. Learn when telemarketing makes sense, and when it doesn't! And discover how to create effective, uncanned scripts. If you need more business, especially if you've tried telemarketing before, this is the book for you.



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