

## Knock your socks off prospecting: how to cold call, get qualified leads, and make more money

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### Abstrak

For salespeople, prospecting is as important as it is difficult. For some, it's downright terrifying -- especially the cold calling. Knock Your Socks Off Prospecting shares the hard-won, in-the-trenches prospecting and cold-calling secrets of the most successful salespeople -- in the trademark, fun style of the best-selling Knock Your Socks Off series.