



Cold Calling Is Like a Colonoscopy without the Drugs: How You Can Find New Business with Courage, Cold Calling and a Few Less Invasive Techniques

Jerry Hocutt

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Cold calling, like a colonoscopy, is a pain in the butt. You may not like the process, but they can both save your ass. My objective with this book is direct: to help you find new business by getting you in front of the people who can buy. What you'll get from this book is what you can't get from anywhere else: my perspective. You'll learn what I've learned up until now. It just won't take you a lifetime to learn it like it did me. Part one of this book is about the mental game of cold calling: how to get the courage to deal with your fears to do whatever it takes to get in front of buyers. Part two includes specific strategies and techniques to get there. And not all have anything to do with cold calling as you know it.

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