

# Freezer Burn: Turning Cold-Calls HOT!

➤ *Keynote / Workshop / Personal Coaching*

*Making cold calls is often a necessary and integral part of business building activities. When hiring professionals for the task is not an option, business owners usually look inward for solutions. But, other than professional telemarketers, most people would rather clean their garage than make cold calls. However, these same people still need a cold-calling system they can feel comfortable with and enjoy. This program delivers precisely that.*

## ARE YOU LOOKING FOR THESE RESULTS?

- *Increase sales opportunities*
- *Maximize client retention*
- *Know what to say at all times*
- *Improved customer relations*
- *Keep your butterflies in formation*
- *Generate more value for your business*

## DISCOVER these seldom used techniques!

- **analysis v. paralysis review**
- **client-interest scriptwriting**
- **dynamic scheduling**
- **interactive system building**
- **Performance Tracker**

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## Why Is Stephen Libman An Expert On Cold Calls?

*Like many others, Stephen truly disliked (mostly out of a fear of rejection) making cold-calls so where possible he would outsource. Wanting to “slay that dragon” he decided to learn from the pros. From their input and some fine-tuning of his own, he developed a system that seemed to beat the odds. After a few weeks of “practice” he was making more appointments than those he learned from.*

*Seeing the need, Stephen developed his system into a teachable program that we help others in a similar situation.*