



# First Contact

*Sam Hunter*

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## **First Contact** Sam Hunter

If you find yourself staring at a telephone with a daunting new business call to make and feeling alone, First Contact can help by providing step-by-step methods to devise successful strategies and tactics. With this technique, you can turn a terrifying selling situation into an easy task that can be tackled with confidence.

"How do I even figure out who to call?" "I have 15 seconds max to get his or her attention - what if I blow it?" Sam Hunter's book and master class on "First Contact" is probably the soundest investment any business owner or manager could ever make in their talent. Simple as that! - John Moore - Former Head of Marketing and Sales for the Sydney 2000 Olympic Games About the Author: Sam Hunter lives in Sydney, Australia and is a customer marketing trainer. He helps people overcome the fear of making unproductive "First Contact" sales calls. Author's website: <http://www.firstcontact.com.au> Publisher's Web site: <http://www.strategicpublishinggroup.com/title/FirstContact.html>

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