



Smart Prospecting That Works Every Time!: Win More Clients with Fewer Cold Calls

Michael D. Krause

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Get More Face Time and Higher Close Rates--the SMART Way

Smart Prospecting That Works Every Time! introduces a proven sales method that balances social media marketing strategies, online applications, and traditional appointment-setting techniques to help you connect with more clients and close more sales than ever.

"Krause is an uncommon salesperson and author who can turn his common sense into your common dollars." -- Jeffrey Gitomer, author of **The Little Red Book of Selling**

"By implementing Mike's strategies, you will reap the benefits of making stronger connections with your ideal clients. Read it, use it, and succeed!" -- Tom Hopkins, author of **How to Master the Art of Selling**

"Smart Prospecting cuts through the clutter and gets to the heart of making cold calls successfully." -- Jill Konrath, author of **SNAP Selling** and **Selling to Big Companies**

"This is not just a must-read, it is must-do book for everyone in sales." -- Stephan Schiffman, author of **Cold Calling Techniques (That Really Work!)**

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Stephan Partin:

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Edward Baca:

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