

on Dollar Rebuttal and Stratospheric Lead Generation

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2026-06

Synopsis

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inLanguage	english

Turn your business phone into a cash machine! Imagine yourself picking up a phone and setting 15 cold-calling appointments - in one day! In this book, David provides effective lead generation strategies, scripts, and rebuttals that will eliminate objections and enable you to set 10 times the telemarketing appointments with half the calls! David's claim to fame came from setting a record 15 appointments a day every day for 6 months working at a PEO company, setting a total of over 1,800 appointments! Most telemarketing campaigns fail because callers can't get past the gatekeeper. The truth is most screeners are not really gatekeepers, and with the right techniques, you'll find it's easy to get through to the decision makers. David reveals a hidden sector of the market, for nearly every business, and teaches the secret technique needed to dramatically increase your cold-calling sales pipeline. Finally, David's telemarketing book busts some of the commonly held myths about cold calling and reveals his counterintuitive strategy for transforming the difficult and mundane task of telemarketing into an easy and profitable process!

Reader's comments

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