



A Division of Thought Transformation, Inc.

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Contact: Melissa Richman

Phone: 850-597-0004

E-mail: melissa@thoughttransformation.com

SUCCESSFUL SALES EXPERT WRAPS 17 YEARS OF EXPERIENCE INTO 101 TIPS

~Linda Bishop Authors Second Book With Focus on Cold Calling Methods~

ATLANTA – Sales expert, Linda Bishop, today released her second book, which was written to help guide motivated salespeople and business owners earn more by taking cold calling practices to the next level. The book, “101 Cold Call Tips”, provides readers with 101 ways to improve their cold calling skills.

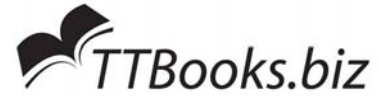
“This book was written for sales professionals who smile, dial and sell,” said Linda Bishop author of “101 Cold Call Tips” and president of Thought Transformation. “Based on my 17 years of sales experience, I know that cold calling brings prospects into the funnel, plays a critical role in determining our income and keeps our co-workers employed.”

Suggesting readers review one tip each morning and incorporate the concept into their daily sales calls, Bishop’s book provides the tools to build the confidence of sales professionals. Broken down into eight chapters, the books includes tips that teach the reader everything from how to be a powerful communicator to getting past voicemail.

“101 Cold Call Tips” is available for purchase at www.ttbook.biz and will be available for download through various online sites, including Amazon Kindle, later this year.

About Linda Bishop

Linda Bishop is a long-time veteran of the commercial printing industry, who after working in the business for 17 years, founded Thought Transformation, Inc. to train and consult companies and sales professionals on how to sell more and reach their full potential. In addition to training and consulting, Linda is also a key speaker at conferences nationwide and is a writer. Her articles have been featured in numerous selling publications, and she has authored two books – Selling in Tough Times and 101 Cold Call Tips. For more information please visit, www.thoughttransformation.com.



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About Thought Transformation, Inc.

Thought Transformation, Inc., www.thoughttransformation.com, is a national sales consulting company founded by sales and marketing expert Linda Bishop. Bishop has spoken to and trained groups of all sizes on sales, customer service and marketing topics.

About TTBooks.biz

TTBooks.biz is the publishing arm of Thought Transformation, Inc. It publishes quick, no-fluff content for motivated people seeking greater career success. The latest release, "Selling in Tough Times," is available at www.ttbooks.biz and www.amazon.com.

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