

FOR IMMEDIATE RELEASE

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The Queen of Cold Calling Proclaims *National Be Nice to Cold Callers Day*

Lives destroyed, careers ruined, human beings reviled and misunderstood... It's the heartbreak of cold calling.

But no more! Like Gay Liberation and Black Pride before them, cold callers are now standing proud. To launch the campaign to reclaim their heritage, noted author and *The Queen of Cold Calling*, Wendy Weiss, has proclaimed January 30th to be *National Be Nice to Cold Callers Day*.

“Our voices must be heard,” says Ms. Weiss. “We are your friends, your families, your brothers and sisters. Cold callers have feelings too.”

In honor of *National Be Nice to Cold Callers Day*, sales professionals, entrepreneurs and business owners throughout the country will be hitting the phones with a vengeance. Candle light parades are scheduled in major cities throughout the U.S. to honor fallen comrades. Telephones in participating corporations will be kept on low volume.

Entrepreneurs, business owners and sales professionals who wish to learn how to prospect effectively by telephone should consider attending *Cold Calling College—Live!* Beginning on *National Be Nice to Cold Callers Day*, January 30, 2007, *Cold Calling College—Live!* is an 8-week intensive, virtual, coaching program to help participants learn to prospect fearlessly and schedule more new business appointments in less time.

For information and/or to register:

<http://wendyweiss.com/products/coldcallingcollegelive.html>

For information on *National Be Nice to Cold Callers Day* celebrations, please contact *The Queen* directly, wendy@wendyweiss.com or (212) 463-8212.

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