

"42 Rules of Cold Calling Executives" contains some of the fundamental principles Mari Anne has developed over the course of her career. Her clients and her own company use this approach to execute the top performing programs in the industry.

"Our research shows that lead generation and early identification of buying cycles are top challenges for companies today. The Vanella Group has been successfully meeting these challenges for its high-tech clients for the past 7 years. Mari Anne Vanella now shares the rules she's developed and her company follows to ensure success in this critical area of sales."

Barry Trailer, Managing Partner, CSO Insights

"I worked with Mari Anne initially on a cornerstone project for Compaq/HP that proved to be wildly successful. Mari Anne's business savvy, enthusiasm, resourcefulness and experience are to be admired as she has artfully and scientifically developed the holy grail of lead generation, the key elixir that all companies need."

**Keith Clark, Vice President Executive Sales and Consulting,
Enterprise Software-CSG**

"Mari Anne has the recipe to successful cold calling. She is definitely the expert in an area that many find so difficult. That she is now sharing her practices is something that should not be missed out on. The 42 Rules is easy to read and will prove valuable for even the most seasoned reps and Sales Management."

Bob Karr, CEO, Link Silicon Valley, LLC



Mari Anne Vanella is the author of "42 Rules of Cold Calling Executives" and founder and CEO of The Vanella Group, Inc., a Telesales firm serving the high-tech industry based in the Silicon Valley. For over 20 years, Mari Anne has designed and executed outbound calling practices that outperform traditional methods. She has worked with companies such as HP, Borland Software, Cisco, Guidewire Software, Savvion, and many others helping them identify opportunities for their sales organizations.

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