

Press Release

Morris Development Resources

Changing the way you call your unknown “customer”

Taking over 20 years of in the “trenches” marketing and sales experience, Liz Morris, owner and founder of Morris Development Resources offers a “new client” lead package.

Prospect calling is a powerful, inexpensive and easy way to develop new contacts and expand resources. The “Prospect Research Program” helps you create a map for each call. Customer scripts, surveys and touch campaigns make it impossible to get lost or take a wrong turn. If you are making business-to-business calls, this program is a simple, effective system to turn phone calls into meetings and then into sales.

Using this program allows you to learn “real time” hands-on cold-calling experience!

Items you will receive when signing on to the program:

- Develop a can't miss marketing plan for cold calling
- Identify leads and track them for further follow-up campaigns
- Eliminate telephone terror and call reluctance
- Implement new strategies to target old customers
- Develop new ways to make the same old call
- Create appointment-setting scripts that make your prospects want to see you
- Breeze past the screens and gatekeepers
- Easily handle the voice-mail barrier and reach your prospects
- Convert objections into profitable sales or referrals
- Double the number of face-to-face appointments you set
- Create a tracking program you can use for building client relationships
- Have fun (yes, fun!) with cold calling

Take full advantage of this great new program, contact Liz Morris today at the contact information provide below! This will include a free one hour business assessment and details on how to implement the “Prospect Research Program”

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About the Program developer:

Liz Morris, Owner of Morris Development Resources, “The Queen of Cold Calling”, is a sales trainer, sales coach and program developer. She helps entrepreneurs, business owners and sales professionals gain confidence, reach more prospects, close more sales and make more money. She started her craft over 20 years ago, managing sales teams, representing clients on the telephone, setting new business appointments and closing contracts.

Morris Development Resources offers workshops, seminars, products and individual sales coaching that are based on practical, real-life, hands-on experience. She has been featured in Portland Chamber, Portland Business Journal, Target Marketing and various other business and sales publications.