



## Summary : The Sales Magnet - Kendra Lee: How to Get More Customers Without Cold Calling

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### **Complete summary of Kendra Lee's book: "The Sales Magnet: How to Get More Customers Without Cold Calling".**

This summary of the ideas from Kendra Lee's book "The Sales Magnet" explains that in today's market cold calling is dead. Instead it is more efficient to attract the attention of prospects using personal, digital and collaborative attractive strategies, and once you have their attention, then run the savvy sales campaigns to convert them into customers. This summary highlights the steps that you can follow to run a savvy campaign and boost your sales.

#### **Added-value of this summary:**

- Save time
- Understand key concepts
- Expand your sales knowledge

**To learn more, read "The Sales Magnet" and discover the key to attracting customers with your strategies and sales campaigns.**



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