

**Take the Cold Out of Cold Calling Wins Best Book Award 2008**  
**Sam Richter Wins Finalist Medal from USA Book News**

**MINNEAPOLIS, MN. – October 20, 2008** – USABookNews.com, the premiere online magazine and review Web site for mainstream and independent publishing houses, today announced the winners and finalists of **THE NATIONAL "BEST BOOKS" 2008 AWARDS** (NBBA). *Take the Cold Out of Cold Calling – Web Search Secrets: Know more than you ever though you could (or should) about prospects, clients, and your competition* by Sam Richter, was a Finalist in the Business - Sales Book category. The innovative sales training book is a first-of-its-kind about Sales Intelligence, how to find information and how to use it to create value-based prospect and client relationships.

The book has won rave reviews from sales managers, salespeople, and business development professionals around the globe (see reviews at [www.takethecold.com/reviews](http://www.takethecold.com/reviews)). Printed in June of 2008, the book teaches everything from how to find free sales lead lists to secret Google search tips and tricks on finding information for people search, industry information, and company data. Studies show that salespeople who use the Sales Intelligence techniques that Sam shares have an almost two times greater likelihood of moving prospects through the sales process versus those with little or no access to information.

In addition to search engine techniques, Sam shows how to access the Invisible Web—the more than 80% of the Web that mainstream search engines don't index, how to get free access to premium databases like Dun and Bradstreet, and how to access current and archived newspaper articles, industry journals, research reports, and more. He also gives inside tips on using sites like LinkedIn, Twitter, and other social networks for maximum sales, business development, and account management effectiveness.

USABookNews.com is an online publication providing coverage for books from mainstream and independent publishers to the world online community. Jeff Keen, President and CEO of USABookNews.com, said this year's contest yielded an unprecedented number of entries. Keen says the award program, now in its fifth year, "represent a phenomenal mix of books from a wide array of publishers throughout the United States." The entrants traversed the publishing landscape including Simon & Schuster, Tarcher/Penguin, HarperCollins, Hyperion, St. Martin's Press, McGraw-Hill, John Wiley & Sons & hundreds of independent titles.

"For me, the biggest reward is the daily emails, calls, and letters I receive from sales managers and sales people letting me know how much my book and speaking programs have improved the sales performance of individuals and teams around the globe," said Richter. "Saying that, when you look at the big-name publishing houses that are represented in this award, as a self-publisher, it's truly a great honor to be listed with these prestigious publishing houses and I'm humbled to be on the same list with some of my favorite authors."

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**Take the Cold Out of Cold Calling Book Information:**

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pp310 – 7" x 9" – paper. US \$34.95

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**To order visit** [www.takethecold.com/buybook.html](http://www.takethecold.com/buybook.html)

**Sam Richter Biography:** [www.takethecold.com/bio.html](http://www.takethecold.com/bio.html)

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