

'Take the Cold Out of Cold Calling' Named Sales Book of the Year

American Association of Inside Sales Professionals Vote Author and Keynote Presenter, Sam Richter, with 2012 Top Service Provider Award for His Best-selling and Ground-breaking Book

ATLANTA, June 7, 2012 -- The American Association of Inside Sales Professionals the Year Award for *Take the Cold Out of Cold Calling*. The AA-ISP membership of more than 1,500 companies across the country selected *Take the Cold Out of Cold Calling* from a list of sales books published in 2012, at its conference yesterday in Atlanta.

The organization awarded Richter with its Top Service Provider award because of the book's innovative techniques for helping sales professionals find and use information to identify qualified leads, ensure relevancy in sales calls, and for Richter's practical ideas on helping businesses build meaningful and value-based client relationships. Now in its ninth edition, the ground-breaking book is considered the "bible" on sales intelligence and using search engines like Google, other hidden websites not typically indexed by search engines, social networks like LinkedIn, Facebook, and Twitter, and even the public library for finding inside information on companies, industries and people and then using that information to dramatically improve sales performance.

"It is an honor to recognize Sam Richter as this year's recipient of our Top Sales Book award," stated Bob Perkins, AA-ISP Founder and CEO. "Sam has proven his dedication to helping advance the professionalism and performance of the inside sales industry, and we applaud Sam for his service to the sales community."

"When an author writes a book, they have a dream that it will impact people's lives and change behavior," said Richter, founder of the top-rated sales keynote and workshop training "Know More!" business improvement program. "Knowing that so many thousands of people around the world have been impacted by my work, and now being honored with the top award in the inside sales industry, it is genuinely humbling."

"Take the Cold Out of Cold Calling" can be purchased via Amazon.com and at <http://www.takethecold.com>. To see book reviews, please visit <http://www.takethecold.com/reviews> and for reviews of Sam's sales keynote and motivational sales training workshops, please visit <http://www.samrichter.com/reviews>.