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# Smart Calling Art Sobczak

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**ABOUT - SMART CALLING BLOG**

Art is a prolific producer of learning resources on selling by phone. His flagship book, "Smart Calling™ - How to Take the Fear, Failure, and Rejection Out of Cold Calling," hit Number One in the Sales and Marketing category on amazon.com on its very first day of release, and was named Top Sales Book of 2010 by Top Sales

Awards when first published in 2010. TheThird Edition was released in June, 2020 and hit #1 on its second day.

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This week we welcome special guest Art Sobczak to the sales IQ podcast. Art is a sales genius who has developed the brilliant 'Smart Calling' methodology. In this episode Luigi and Art explore 'Smart Calling' and what you should be doing to improve your sales ability so that you can help people to be the best they can be.

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