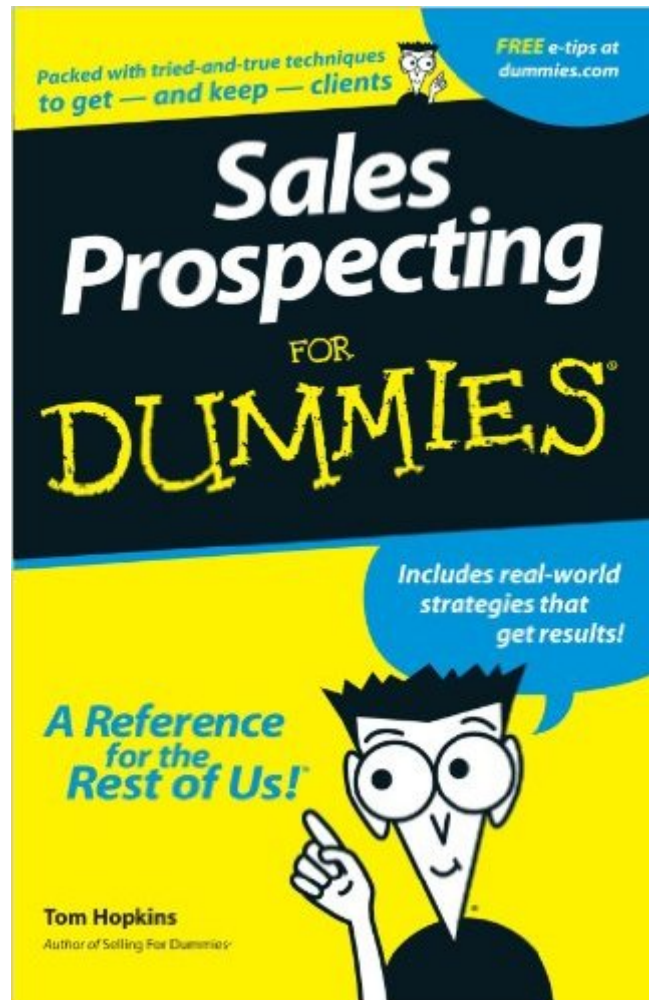


The book was found

Sales Prospecting For Dummies



Synopsis

Prospecting is the first step in the selling proposition. It can also be the most daunting. The first big hurdle is knowing where to look for opportunities and recognizing them when they present themselves. Then there's the fear of rejection that makes it so hard to approach strangers and talk to them persuasively about the product or service you represent. The good salesperson recognizes these challenges and finds ways to cope with them. The great salesperson, according to sales legend Tom Hopkins, turns them to her advantage and uses them to supercharge her selling and sell, sell, sell. Whether you're a newcomer to sales or a seasoned pro, *Sales Prospecting For Dummies* is your survival guide for generating new leads. Tom Hopkins helps you gain a solid perspective on what prospecting is and shares simple, yet powerful ways to build a prosperous selling career by meeting and getting to know the right people. You'll find out how to:

- Build an appealing image
- Polish your phone skills
- Tap business contacts for leads
- Prospect your customer list
- Use the power of the Internet
- Get the biggest bang for your advertising buck

Here's a gold mine of tried-and-true techniques and strategies for finding and keeping clients from America's number one sales trainer. You'll discover how to set your goals, plan your time, and multiply your leads by:

- Obtaining valuable free information from newspapers, magazines and specialized journals, radio and television, the Internet, and more
- Developing a network of friends and associates; and mining it for all it's worth
- Speaking so others will listen and maximizing every meeting with every person
- Techniques for getting satisfied customers to become an endless source of new referrals
- Building your image to the point where prospects seek you out
- Handling failure and rejection, keeping a positive attitude, and staying motivated

A concise, yet comprehensive guide to getting and maintaining a salesperson's most vital lifeline — new prospects — *Sales Prospecting For Dummies* is an indispensable tool of the trade for rookies and veteran salespeople alike.

Book Information

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Customer Reviews

Mixed in with many rather boring stories are little pearls of wisdom that all beginners in sales require. I have yet to hear any sales person or trainer NOT say "Learn about your client", "Listen closely to what your client says", etc. The basics are certainly there. Unfortunately, there doesn't seem to be much more than that. Creating distinctive marketing segments, creative approaches to prospects, analysis of sales successes and failures, along with all of the techniques required to become a top salesperson - except in real estate I guess, are sadly lacking. I expected much more from this book.

Tom Hopkins does it again. His contribution to the "dummies" series is great. For all those people in a sales environment this book is a must for you. Learn how to prospect, who to prospect, and what to say. Whilst the scripts do not cater to everyone, they can be adapted to suit yourself. Well Done.

I've read How To Master The Art of Sales in the past. This small book is very good for new people about to start a career in SALES! Buy it, it really gives you good ideas of where, what, when and whom to prospect for your business. I always go back to this book when I need my basics tuned!! get great ideas of where to prospect from this book.

It's a bit dated. It's great for selling homes in 1995, but it didn't provide me with much value. I received it in time, and the process was fine. It just wasn't helpful for business to business sales prospecting.

This book is like Hopkin's other book, *Selling for Dummies*. It's totally AWFUL! The cheesy, numb-brained approach does not even remotely relate to what today's salespeople must accomplish or the host of regulations and competitive pressures under which they must perform. There are much better books by true experts (see my list). Three are *Conceptual Selling* by Miller and Heiman, *Psychology of Call Reluctance* by Dudley and Goodson, *SPIN Selling* by Neil Rachman. Your money would be better spent on one of these, or better yet, all three.

Tom Hopkins does it again. His contribution to the "dummies" series is great. For all those people in a sales environment this book is a must for you. Learn how to prospect, who to prospect, and what to say. Whilst the scripts do not cater to everyone, they can be adapted to suit yourself. Well Done.

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