



Sales Prospecting For Dummies

By Tom Hopkins

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Sales Prospecting For Dummies By Tom Hopkins

Prospecting – finding and qualifying prospective clients – 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.

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Editorial Review

From the Back Cover

Praise for Sales Prospecting For Dummies "If you want to thrive, study this book, set your goals, plan your time, multiply your leads, and master the art of prospecting." — Linda Brock-Nelson, Executive Vice President, Linda Brock Auto Mall "I recommend this book to the novice salesperson as well as the seasoned pro." — Robert L. Shook, Author, *The Greatest Stories Ever Told*

Includes real-world strategies that get results!

Your first aid kit® for generating new leads!

Stay focused using these goal-setting and time-planning tips Take advantage of Tom Hopkins' proven sales methods and find out how to turn a few bits of information into excellent leads. From utilizing free prospecting resources to maximizing your advertising and direct mail campaigns, this friendly guide will show you how to develop your skills — and watch your sales grow!

Discover how to: Build an appealing image Polish your telephone skills Tap business contacts for leads Prospect your customer list Use the power of the Internet

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About the Author

Tom Hopkins became a millionaire at age 27 and was the nation's leading real-estate trainer by the time he turned 30. He has written numerous books and conducts seminars worldwide.

Users Review

From reader reviews:

Tom Seaman:

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