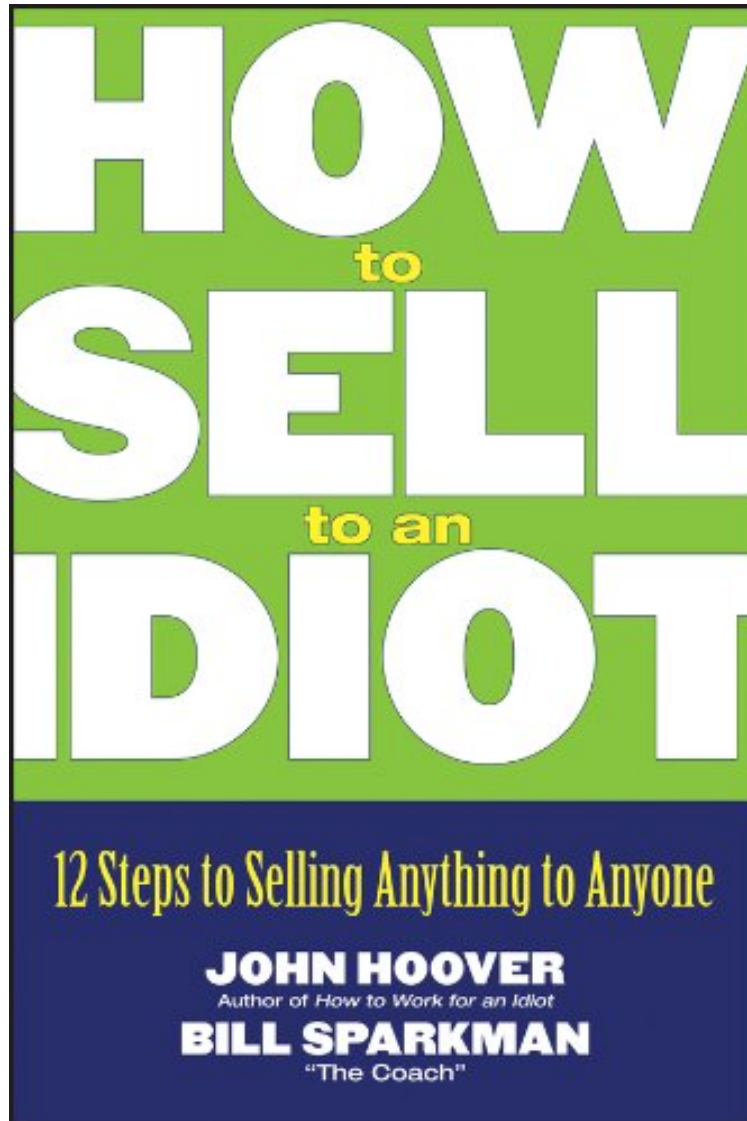


(Download) How to Sell to an Idiot: 12 Steps to Selling Anything to Anyone

How to Sell to an Idiot: 12 Steps to Selling Anything to Anyone

John Hoover, Bill Sparkman

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John Hoover, Bill Sparkman : How to Sell to an Idiot: 12 Steps to Selling Anything to Anyone before purchasing it in order to gage whether or not it would be worth my time, and all praised How to Sell to an Idiot: 12 Steps to Selling Anything to Anyone:

0 of 0 people found the following review helpful. The idiot may be yourselfBy Reg NordmanIt does not take too long when reading this book to realize there is only one idiot in the sales process and that person is likely you , not the customer. A decent job of revisiting the basics that get forgotten. I appreciated their take on the different personalities of customers. They use these categories: * Machiavellian * Sadist * Masochist * Paranoid * Greek Gods * Best Buddy * Decent SoulsQuite hilarious but I am sure we have met all these types in our day Using these personlaity types the

authors lead you through understanding their i-story, and how to talk to them during each of the 12 steps: 1. Be prepared or be the idiot 2. Connect 3. Confuse with clarity 4. matching 5. Showtime 6. Ask for the business 7. Circle again 8. ask again 9. Appreciate 10. Referral 11. Follow-up 12. Practise Not a heavy read and decent for a 3 hr plane ride. Good motivating language. 7 of 7 people found the following review helpful. I was an idiot to buy this By Mr. Reel buy a lot of sales books, rarely returning even the so-so ones. This one rates a return. Lots of stories and examples, but the points are rather subdued and get lost in the rambling text. Not for hard-core sales book addicts.

HOW TO SELL TO AN IDIOT Selling to customers looking to get the most bang for their buck is a difficult feat. The only customers tougher than hagglers are the ones so uninformed about what they are buying, they don't even realize when they are getting the deal of a lifetime. In *How to Sell to an Idiot*, authors John Hoover and Bill Sparkman show you how to ignore your own inner idiot and start selling more by doing less of what doesn't work and more of what does. Along with a wealth of proven sales guidance and effective techniques, you'll learn how to: Use idiot-proof planning and preparation to make prospecting far more effective Use idiot-speak to connect with prospects and gather vital information that makes selling easy Spice up your sales pitch for faster closings and larger sales Wring referrals out of clients like water from a sponge And much more! "Selling is an act of compassion. Sales professionals must believe that their products and services will improve the quality of their customers' lives. Hoover and Sparkman get that. Selling must also be fun-for the salesperson and the customer. *How to Sell to an Idiot* makes it clear that the first laugh of the day must be at ourselves." —Roger P. DiSilvestro, former Chairman and CEO, Athlon Sports Publishing and coauthor of *The Art of Constructive Confrontation* "How to Sell to an Idiot hits the bull's-eye. Great practical steps that will help anyone in sales reach the goal line. Truly a creative approach with fresh new ideas delivered with humor." —Charles S. Dreyer, Director of Sales-Southern California Coastal Region, K. Hovnanian Homes, a Fortune 500 company "How to Sell to an Idiot provides an entertaining and creative look at the formula for sales success. Insightful and fun, you'd have to be an idiot not to add this book to your resource library!" —Chip Cummings, international speaker, marketing expert, and author of *Stop Selling and Start Listening*

From the Back Cover Selling to customers looking to get the most bang for their buck is a difficult feat. The only customers tougher than hagglers are the ones so uninformed about what they are buying, they don't even realize when they are getting the deal of a lifetime. In *How to Sell to an Idiot*, authors John Hoover and Bill Sparkman show you how to ignore your own inner idiot and start selling more by doing less of what doesn't work and more of what does. Along with a wealth of proven sales guidance and effective techniques, you'll learn how to: Use idiot-proof planning and preparation to make prospecting far more effective Use idiot-speak to connect with prospects and gather vital information that makes selling easy Spice up your sales pitch for faster closings and larger sales Wring referrals out of clients like water from a sponge And much more! "Selling is an act of compassion. Sales professionals must believe that their products and services will improve the quality of their customers' lives. Hoover and Sparkman get that. Selling must also be fun—for the salesperson and the customer. *How to Sell to an Idiot* makes it clear that the first laugh of the day must be at ourselves." —Roger P. DiSilvestro, former Chairman and CEO, Athlon Sports Publishing and coauthor of *The Art of Constructive Confrontation* "How to Sell to an Idiot hits the bull's-eye. Great practical steps that will help anyone in sales reach the goal line. Truly a creative approach with fresh new ideas delivered with humor." —Charles S. Dreyer, Director of Sales—Southern California Coastal Region, K. Hovnanian Homes, a Fortune 500 company "How to Sell to an Idiot provides an entertaining and creative look at the formula for sales success. Insightful and fun, you'd have to be an idiot not to add this book to your resource library!" —Chip Cummings, international speaker, marketing expert, and author of *Stop Selling and Start Listening* About the Author JOHN HOOVER, PhD, is an organizational behavior specialist, author, consultant, popular speaker, and seminar leader. A former executive in the Disneyland Entertainment Division, he has consulted with such clients as Boeing, Delta Air Lines, Hilton Hotels, IBM, Motorola, and Xerox. He is also the author (with Roger DiSilvestro) of *The Art of Constructive Confrontation: How to Achieve More Accountability with Less Conflict*, from Wiley. Visit www.constructiveconfrontation.com or www.idiotworld.org. BILL SPARKMAN is one of America's top sales trainers and motivational speakers. His approach to business and life has thrilled audiences since 1987. His "clipboard" style of educating was developed after a successful career in the world of sports as a player and coach. Fire up your sales team; Bill makes learning fun! Visit www.billsparkmanthecoach.com.