



## Sales Prospecting For Dummies (Paperback)

By Tom Hopkins

John Wiley Sons Inc, United States, 1998. Paperback. Condition: New. Language: English . Brand New Book. 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 t o:\* Build an appealing image\* Polish your phone skills\* Tap business contacts for leads\* Prospect your...



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