



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

By John Hoover, Bill Sparkman

John Wiley and Sons Ltd. Paperback. Book Condition: new. BRAND NEW, How to Sell to an Idiot: 12 Steps to Selling Anything to Anyone, John Hoover, Bill Sparkman, 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...



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