

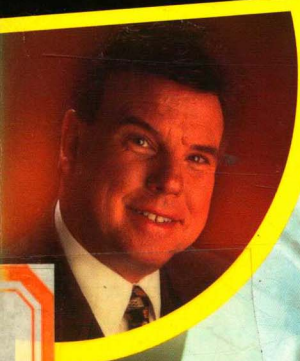
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# **Selling** **FOR** **DUMMIES®**

**2nd Edition**



**Tom Hopkins**

Bestselling author of  
*How to Master the Art of Selling*



**A Reference for the Rest of Us!®**

***Selling***<sup>®</sup>  
FOR  
**DUMMIES**<sup>®</sup>  
2ND EDITION

**by Tom Hopkins**



Wiley Publishing, Inc.

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# Selling For Dummies,<sup>®</sup> 2nd Edition

**Cheat Sheet**

## Qualifying Your Prospective Clients

When you first meet with prospective clients, you need to qualify them, to see whether your product or service meets your client's needs. To help you remember to focus on your client's needs, remember this creatively spelled acronym — **NEADS**:

- N:** What does your prospect have *now*?
- E:** What does your prospect *enjoy* most about what she has now?
- A:** What would your prospect *alter* or change about what she has now?
- D:** Who is the final *decision-maker*?
- S:** How can you help the prospect find the best *solution* for her needs?

## Getting Referrals

The last step in the selling cycle is to get referrals from your prospective clients — whether they ended up closing the sale with you or not. Here's how to do it:

1. Help the client bring to mind group(s) of people she knows and will probably run into in the near future.
2. Write the referrals' names on a 3-x-5 card.
3. Ask qualifying questions to find out whether the referrals would really be interested in the product or service you sell.
4. Ask for the addresses of the referrals.
5. If your client doesn't know the addresses (which she probably won't off the top of her head), turn to a phonebook.
6. Ask the client to call and set up the appointment.
7. If the client shows hesitation or refuses to call, ask if you can use her name when you call the referral.

## Meeting Prospects for the First Time

When you meet prospective clients — or anyone, for that matter — for the first time, your goal is for your prospects to like and trust you. You can accomplish that by completing the following steps, in this order:

1. **Smile, deep and wide.**
2. **Make eye contact.**
3. **Offer a greeting.**
4. **Shake hands.**
5. **Offer your name and get the prospect's name.**

**Remember:** Long-term relationships begin in the first ten seconds.

## Words to Avoid

Here are words to replace in your selling vocabulary. The word on the left has negative connotations for most people, so replace it with the word on the right, which has positive connotations.

<i>Instead of . . .</i>	<i>Use</i>
<i>Commission</i>	<i>Fee for service</i>
<i>Cost or price</i>	<i>Total amount or investment</i>
<i>Monthly payment</i>	<i>Monthly investment</i>
<i>Contract</i>	<i>Agreement or paperwork</i>
<i>Buy</i>	<i>Own</i>
<i>Sell</i>	<i>Help them acquire or get them involved</i>
<i>Sign</i>	<i>Okay, endorse, approve, or authorize</i>

# *Selling For Dummies<sup>®</sup>* *2nd Edition*

**Cheat  
Sheet**

## *Handling Objections from Your Prospects*

An important step in the selling cycle is listening to and responding to your prospect's concerns and objections. Here are the steps to take:

**1. Hear the prospect out.**

Don't be quick to address every phrase your prospect utters. Give him time; encourage him to tell you the whole story behind his concern. If you don't get the whole story, you won't know what to do or say to change his mind.

**2. Feed the objection back.**

By rephrasing what your prospect's concerns are, you're in effect asking for even more information. You want to be sure that he's aired it all so that no other concerns crop up after you've handled this one.

**3. Question the objection.**

This step is where subtlety and tact come into play. Be sure to find out what feeling is behind that objection and reassure your prospect that your product or service is right for him.

**4. Answer the objection.**

When you're confident that you have the whole story behind his concern, you can answer that concern with confidence.

**5. Confirm the answer.**

You can confirm your answers simply by completing your answer with a statement such as, "That answers your concern, doesn't it, Bob?" If you don't complete this step, the prospect very likely will raise that objection again.

**6. Change gears with "By the way. . ."**

*By the way* are three of the most useful words in any attempt to persuade or convince another person. Use these words to change gears — to move on to the next topic. Don't just keep talking. Take a conscious, purposeful step back into your presentation.

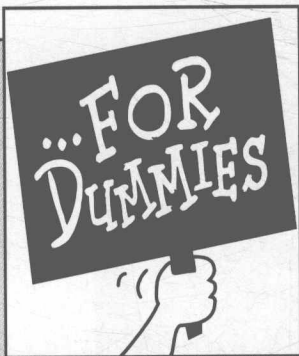
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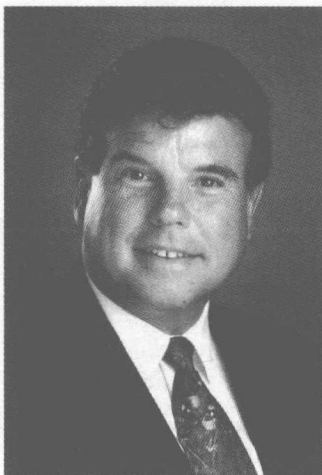
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## About the Author



**Tom Hopkins** is the epitome of sales success. A millionaire by the time he reached the age of 27, Hopkins now is Chairman of Tom Hopkins International, one of the largest sales-training organizations in the world.

Thirty years ago, Tom Hopkins considered himself a failure. He had dropped out of college after 90 days, and for the next 18 months he carried steel on construction sites to make a living. Believing that there had to be a better way to earn a living, he went into sales — and ran into the worst period of his life. For six months, Hopkins earned an average of \$42 a month and slid deeper into debt and despair. Pulling together his last few dollars, he invested in a five-day sales training seminar

that turned his life around. In the next six months, Hopkins sold more than \$1 million worth of \$25,000 homes. At age 21, he won the Los Angeles Sales and Marketing Institute's coveted SAMMY Award and began setting records in sales performance that still stand today.

Because of his unique ability to share his enthusiasm for the profession of selling and the successful selling techniques he developed, Hopkins began giving seminars in 1974. Training as many as 10,000 salespeople a month, he quickly became known as the world's leading sales trainer. Today, he presents approximately 75 seminars a year to over 100,000 people throughout the world.

Tom was a pioneer in producing high-quality audio and video programs for those who could not attend the seminars or who wanted further reinforcement after the seminars. Recognized as the most effective sales-training programs ever produced, they are continually updated and are now being utilized by more than 1 million people.

Tom Hopkins has also written nine other books, including *Sales Prospecting For Dummies* and *Sales Closing For Dummies*, as well as the best-selling *How to Master the Art of Selling*, which has sold over 1.3 million copies in 8 languages and 27 countries.

Hopkins is a member of the National Speakers Association and one of a select few to receive its Council of Peers Award for Excellence. He is often the keynote speaker for annual conventions and is a frequent guest on television and radio talk shows.



## ***Dedication***

This book is dedicated to all my teachers and my students. Some of you have been both to me. Thank you for your loyalty and for sharing your successes with me. You are the reason why my life has been so filled with love, laughter, and abundance.

## ***Author's Acknowledgments***

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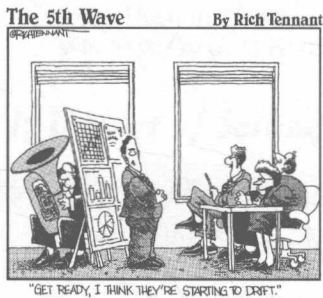
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# Cartoons at a Glance



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