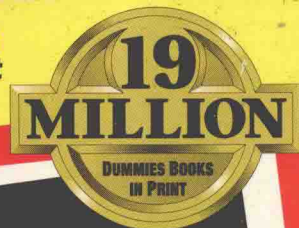


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SELLING FOR DUMMIES™

by Tom Hopkins



IDG Books Worldwide, Inc.
An International Data Group Company

Foster City, CA ♦ Chicago, IL ♦ Indianapolis, IN ♦ Braintree, MA ♦ Dallas, TX

Selling For Dummies™

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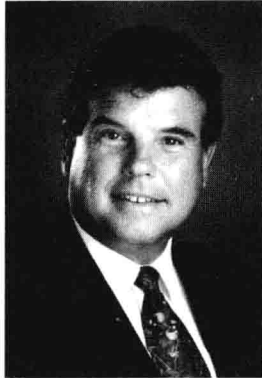
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About the Author



Tom Hopkins

Tom Hopkins is the epitome of sales success. A millionaire by the time he reached the age of 27, Hopkins now is president of his own company, and sells selling skills to those who wish to achieve their greatest potential in life.

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 on 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, as president of Tom Hopkins International, he presents approximately 75 seminars a year to approximately 100,000 people throughout the world.

He was a pioneer in producing high-quality audio and videotape programs for those who could not attend the seminars or 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 six other books, including the best-selling *How to Master the Art of Selling*, which has sold 1.2 million copies in eight languages and 27 countries.

Hopkins is a member of the National Speakers Association and one of a select few to ever 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.

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08/30/95

Dedication

This book is dedicated to all of 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.

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In a serious world, I have two special friends, Dan and Jana Lepke. Dan, I've known since we were quite mischievous 15-year-olds. When he brought his wonderful wife, Jana, into our lives she gave Debbie and me a new, lighthearted perspective on nearly everything. Jana, thanks so much for helping to add humor to this book.

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Last, but certainly not least, I thank Stephanie Britt and Tate Holt, for their countless hours spent reviewing the book contents to ensure that it provided the best information in the most acceptable manner for the reader.

(The Publisher would like to give special thanks to Patrick J. McGovern and Bill Murphy, without whom this book would not have been possible.)

Cartoons at a Glance

By Rich Tennant

The 5th Wave

By Rich Tennant



"Don't you agree that a little stage gives a long way in making a memorable sales presentation?"

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