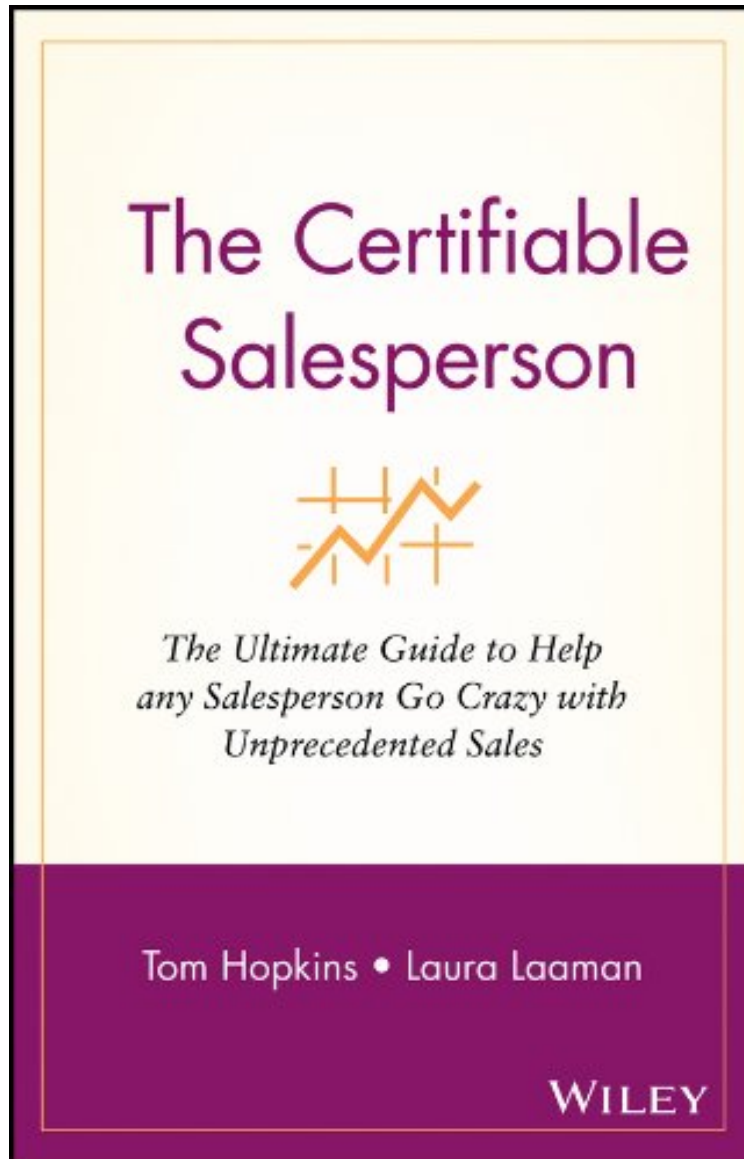



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The Certifiable Salesperson: The Ultimate Guide to Help Any Salesperson Go Crazy with Unprecedented Sales!

Tom Hopkins , Laura Laaman
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"If you are a salesperson, you will find yourself in this book. Treat it like your road map to success and you will be a professional salesperson." - Willis Turner, CSE President, Sales and Marketing Executives International, Inc. "This action-oriented book covers the best practices of top sales performers in all critical areas. The lessons are easy to learn and they will help you forge more rewarding customer relationships, a higher income, and a richer career satisfaction. A must-read for any salesperson who wants to improve and reach the next level of success." - Gerhard Gschwandtner, founder and Publisher, Selling Power magazine "As a professor teaching MBA students for twenty years, I encourage everyone in management to make this required reading for their sales teams." - Dr. Michael Russell, Chairman of the Marketing Dept., St. Bonaventure University "Each page is full of ideas for instant sales and commissions!" - Anthony Parinello, author of Secrets of VITO: Think and Sell Like a CEO

From the Inside Flap Feel like yoursquo;re going crazy? Tired of wondering why your last sales presentation didnrsquo;t work? Ready to graduate from certifiable to certified? Many professionsndash;including medicine, law, and financendash;have certification programs that set the standard for success. Until now, salespeople have had to find a standard of their own. To keep you from running through the sales world certifiably crazy, two of the worldrsquo;s top sales trainers bring you real-world answers in this fun and powerful book. Instead of just telling you what to do, this quick, easy-to-read parable shows you how to become a top salesperson with its tried-and-true methods. Follow the journey of three humorous, real-life salespeople as they are given the keys to sales and watch one transform from initial skepticism to over-the-top success and income! Filled with critical techniques proven in a wide range of industries and environments, The Certifiable Salesperson provides you with the details and information you need for success with your very next client, including: How to Sell More in Any Economy How to Get as Many Appointments as Possible How to Connect with the Real Decision Makers How to Overcome Challenging Objections How to Use the Most Powerful Closes Effortlessly How to Shut Down Your Competition How to Make Powerful Presentations How to Overcome the Fear of Rejection In The Certifiable Salesperson, world-renowned master sales trainers Tom Hopkins and Laura Laaman dissect every step of the sales process to give you the specific, real-world actions a salesperson must take to move from an average performer to exceptional sales pro. Let these and numerous other proven techniques help you GO CRAZY with unprecedented sales! From the Back Cover "If you are a salesperson, you will find yourself in this book. Treat it like your road map to success and you will be a professional salesperson." ndash; Willis Turner, CSE President, Sales and Marketing Executives International, Inc. "This action-oriented book covers the best practices of top sales performers in all critical areas. The lessons are easy to learn and they will help you forge more rewarding customer relationships, a higher income, and a richer career satisfaction. A must-read for any salesperson who wants to improve and reach the next level of success." ndash; Gerhard Gschwandtner, founder and Publisher, Selling Power magazine "As a professor teaching MBA students for twenty years, I encourage everyone in management to make this required reading for their sales teams." ndash; Dr. Michael Russell, Chairman of the Marketing Dept., St. Bonaventure University "Each page is full of ideas for instant sales and commissions!" ndash; Anthony Parinello, author of Secrets of VITO: Think and Sell Like a CEO About the Author TOM HOPKINS carries the standard as a master sales trainer and is recognized as the worldrsquo;s leading authority on selling techniques and salesmanship. Over three million people on five continents have attended Tomrsquo;s high-energy live seminars. Tom personally conducts seventy-five seminars each year, traveling throughout the United States, Canada, Australia, New Zealand, Singapore, Malaysia, Taiwan, and the Philippines. He is the author of eleven books, including How to Master the Art of Selling, which has sold 1.4 million copies. In 1976, Tom founded Tom Hopkins International. Today, over

35,000 corporations and millions of professional salespeople utilize his professional sales training materials. LAURA LAAMAN is an award-winning speaker, trainer, and author. She has been WOWing salespeople, managers, and customer service representative audiences with powerful and entertaining presentations since 1989. Laura shares the stage with other top speakers including Tom Hopkins and Zig Ziglar. Along with her staff, Laura has helped thousands of companies in the United States and Europe SELL MORE by using the vital techniques she delivers at her training seminars and presentations. New salespeople and veterans alike look up to her because of her credibility and powerful, yet approachable, manner.