



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

*John Hoover, Bill Sparkman*

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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 of their customers' lives. Hoover and Sparkman get that. Selling must also be fun-for the salesperson and the customer. How to Sell to an Idiot makes it clear that the first laugh of the day must be at ourselves."

—Roger P. DiSilvestro, former Chairman and CEO, Athlon Sports Publishing and coauthor of *The Art of Constructive Confrontation*

"How to Sell to an Idiot hits the bull's-eye. Great practical steps that will help anyone in sales reach the goal line. Truly a creative approach with fresh new ideas delivered with humor."

—Charles S. Dreyer, Director of Sales-Southern California Coastal Region, K. Hovnanian Homes, a Fortune 500 company

"How to Sell to an Idiot provides an entertaining and creative look at the formula for sales success. Insightful and fun, you'd have to be an idiot not to add this book to your resource library!"

—Chip Cummings, international speaker, marketing expert, and author of *Stop Selling and Start Listening*

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