

## Questions for the Media

1. At the root of your philosophy of selling is “treat me like I matter” – many of the most successful sales people have been known to be ruthless – how do you reconcile these two viewpoints?
2. Do you believe that your book will be equally valuable to men as to women? Do you think that men will view the material as too feminine?
3. What are the most important qualities for a successful sales person?
4. “People buy people” is a buzz worthy expression – what does it really mean?
5. What are the 5 major reasons that a sale is lost?
6. In a profession that is often questioned for its integrity, how can each individual sales person promote himself or herself as separate from the pack?
7. There are many examples of the downtrodden sales man or woman in literature and in life, why do you advocate that someone go into the business?
8. You have said that “if you want to really find out about your self,” learn sales. Can you expand on that a little more?
9. You say, “I often leapt through life and the net appeared.” How do you teach people to trust in themselves?
10. Johnny Appleseed is a hero of sorts to you – tell us a little bit what this often-neglected American folk hero has taught you?