



Interview Questions for Kelly McCormick

About the Author

1. What motivated you to write a book on ethical business and sales techniques?
2. Who is the book for?
3. What makes you qualified to write this book?
4. What do you do today in your OutSell Yourself business?

About the Book

1. Your book covers ethical business and sales techniques. How would a seller know that they are not selling with integrity and what should they do instead?
2. What does it mean to personalize the sales process?
3. In your book, you give examples of women and men's different buying styles. What are some important gender differences sellers should know about?
4. When selling to a couple or a committee, how can you find out who the real decision maker is?
5. A trend today is to use positive self talk and visualize the outcome you want. How can this be applied to business and selling?
6. Because so many corporations have downsized and few are hiring, many people are creating their own businesses and companies. What can a seller do to stand out in a crowded marketplace?
7. In this economy, how can a seller reduce the need for their customer or client to shop around and/or get quotes from other vendors?
8. There's an expression that says "people like to buy but no one wants to be sold". Do you agree, and if so, how could a seller ask for the sale without trying to "sell" someone?
9. If a buyer doesn't return calls, how should a seller respond without appearing pushy?
10. Putting testimonials on your website and social networking sites seems to be a big thing today. What's the difference between a weak testimonial and a great testimonial?