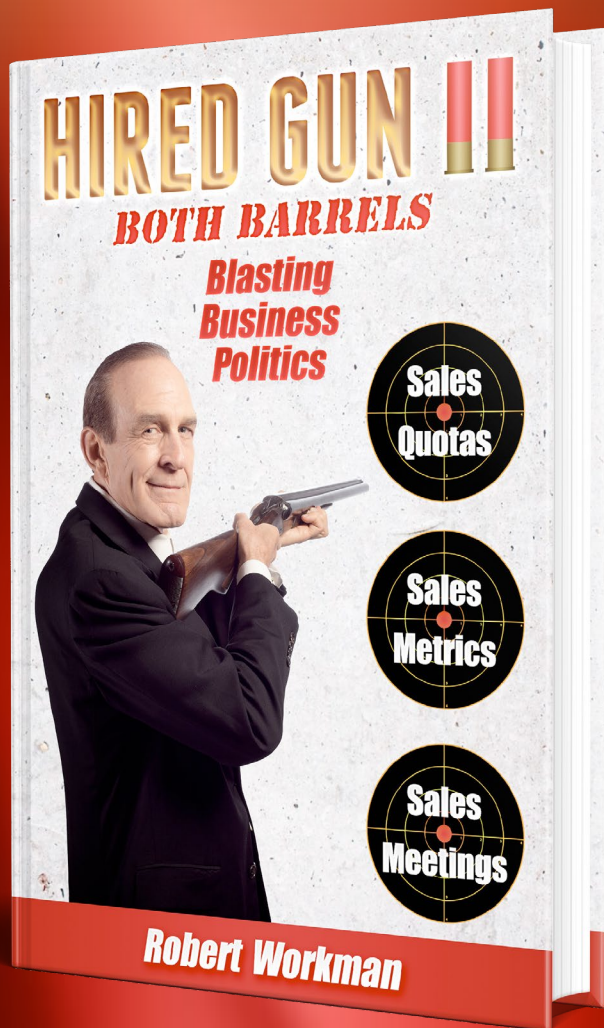


# MEDIA KIT



*"This book is based on years of hard work and experience, and aimed at the sales pro who wants to sell more and more, faster and easier than ever before."*

*-BRIAN TRACY, AUTHOR OF EARN WHAT YOU'RE REALLY WORTH, EAT THAT FROG!, AND THE PSYCHOLOGY OF ACHIEVEMENT, SPEAKER, AND TRAINER*

## TITLE

# HIRED GUN II

*Blasting Business Politics*

## AUTHOR

Robert Workman

Website: [hiredgun2.com](http://hiredgun2.com)

Facebook: [The Original Hired Gun](#)

LinkedIn: [Robert Workman](#)

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310-254-6106

## FOR FANS OF ...



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BUSINESS



MARKETING



DEALS

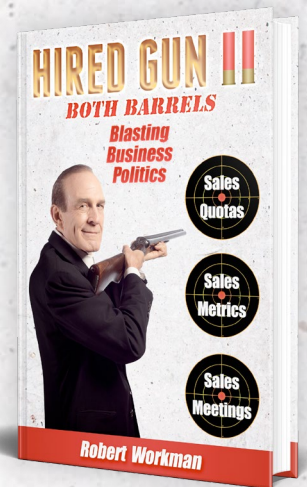
## TESTIMONIAL

*“Attitude! This book reads as if it were the original source of that viewpoint. Bob Workman is a high performer with the drive and discipline of a Hired Gun, and he’s a storyteller par excellence! This is a book for two types of people: those who live the kick-ass, take-no-prisoners lifestyle; and those who wish they could. It’s also a great book for people who just really enjoy a true life business story well told. Strap on your guns and take a ride with Workman, you’ll be better for it.”*

*- JIM CATHCART,  
AUTHOR OF THE  
SELF MOTIVATION  
HANDBOOK,  
RELATIONSHIP SELLING  
AND 17 OTHER BOOKS*

# ABOUT THE BOOK

**TITLE:** Hired Gun II: Blasting Business Politics  
**PUBLISHER:** Direct Media Marketing, LLC  
**ON SALE:** May 6, 2019  
**RETAIL:** \$17.88 (print) \$8.88 (ebook)  
**ISBN PRINT:** 978-0-9666668-0-9  
**EBOOK:** 978-0-9666668-1-6  
**FORMAT:** Paperback and ebook  
**PAGES:** 244



*Hired Gun II* isn't about how to sell. There are hundreds of books trying to tell you how to do that. There are no cutesy closes in this book. In *Hired Gun II*, professional uber-successful salesman Robert Workman reveals and deals with the irony that the better you are, the more likely you are to get fired or retired - especially if you're at the very top of your profession.

You're about to learn:

- How to make it to the top and stay there
- Your single most important asset
- Your single most important power
- How to deal with sales stigmas, turnover, and reduced commissions.

Then, you'll develop these through written exercises that maximize your confidence, commitment, desire and determination.

If you're a top gun with others gunning for you, this is one book you can't afford to miss.

*“A great book for anyone seeking personal excellence and professional success -- in sales and in life.”*

*- DR. NIDO R. QUBEIN, PRESIDENT, HIGH POINT UNIVERSITY*

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# ABOUT THE AUTHOR

ROBERT WORKMAN

Do you want to learn about sales from someone who only talks or writes about it, or from someone who has done it?

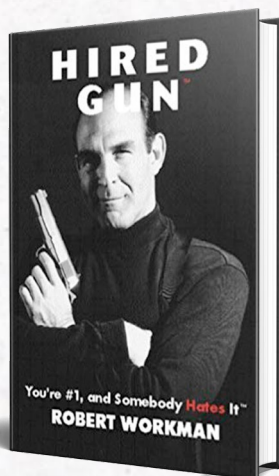
Robert Danger Workman is a 40-year veteran in face-to-face, day-in and day-out selling. He has published numerous sales training/human development programs and spoken to thousands of sales reps nationwide and internationally. His consistent track record as #1 in sales includes Top Producer titles from companies with 100 to 800 reps, but also includes being fired while producing consistent superlative results – for making too much money.

Danger is literally his middle name; he has never taken the safe road anywhere. He is an entrepreneur, a connoisseur and a raconteur who supports exotic cat rescues, has lived with several mountain lions and a pack of wolves as house pets, owned half a dozen Ferraris and currently resides in a downtown warehouse in Dallas. Robert has purchased Ferraris and has had his phone turned off and his gasoline card seized at gas stations because he couldn't pay the bills - then bounced back to - purchase Ferraris by writing a single check. Robert's highly anticipated second book, *Hired Gun II: Both Barrels*, is an entertaining journey through the highs and lows of an outrageous and hilarious successful professional career in sales.

Follow Robert at <http://hiredgun2.com>

## FURTHER READING

*Hired Gun: You're #1, and  
Somebody Hates it*



TO DOWNLOAD A HIGH-RESOLUTION AUTHOR PHOTO  
AND BOOK COVER, CLICK HERE



## SAMPLE INTERVIEW TOPICS



Robert Workman is a sales professional with over 40 years of experience. He is an expert in sales, management, career skills, and professional relationships.

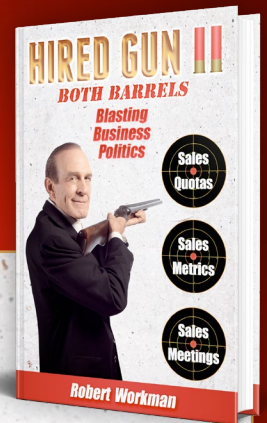
### Interview Topics:

- Are You Too Good at Your Sales Job? 5 Surprising Reasons You May Lose Your Job
- Do You Have a Sales Superpower? Identifying Your Best Asset for Career Success
- Think You Know How to Sell? How to Deal with the 5 Biggest Challenges Every Salesperson Encounters
- Lost in Translation: How to Decode the Executive Lingo and Improve Your Job's Survival
- Mind over Technique: Why Your Mindset Determines Your Closing Power
- Sales Is No Longer King: The Surprising Connection Between Company Growth and Your Role As a Salesperson
- Career ROI: Why Sales Has a Higher Career Return on Investment Than Doctors or Lawyers



# EARLY REVIEWS

## FOR HIRED GUN II



"If you ever publish a sales book, two things will happen. One, time will pass and some information will become outdated. Two, you'll wake up at night (more than once) and realize what you should have put in the book. Bottom line, Workman didn't complain about it, he wrote a damn good book and made it better. Do yourself (and your wallet) a favor. Buy this book, read it, take notes and put what you learn into action."



- VINCE POSCENTE,  
NY TIMES BESTSELLING AUTHOR -  
THE AGE OF SPEED

"Robert's new book is a swift kick in the pants and a must read for serious sales professionals. Old school, not p.c., great reference points and at times hilarious. He reminds every sales person how to get back to basics, be disciplined and sell, sell, sell!"



- WHITNEY A. WALKER, CEO,  
ANNA SOVA ORGANICS

"As a sales professional who has been on the top of a couple organizations I can honestly say that this is the most honest sales book I have ever read. Great job!"



- JONATHAN BERGER,  
DIRECTOR OF NATIONAL ADVERTISING  
SALES - CAPTIVATE, LLC

"Sales people are [often] people that failed at their first career. The climb to sales success can be difficult. Read HIRED GUN and discover what doesn't work, the dangers that are lurking and how to make your journey to sales success much easier."

- LARRY LITTLE, ACCOUNT EXECUTIVE

"THE HIRED GUN® SERIES has a conversational focus on sales, yet anyone in the business world will learn how that world really works. Save years of trial & error by absorbing the accessible principles and applying them on a consistent basis. Learn about healthy habits, wealthy wisdom and making the time to enjoy them both!"



- DAVID FLACK, SPEAKER & AUTHOR OF  
ADOPTING AWESOME ATTITUDES, PERSONAL  
COACHES ASSOCIATION AND ASSOCIATION  
OF TALENT DEVELOPMENT, PAST  
PRESIDENT & CEO OF THE ACCELERATOR  
COACH

"Workman provides you with the unvarnished truth about selling as a hired gun, and more importantly, how to adopt the mindset to succeed in spite of the all the roadblocks, obstacles, and other characters you'll meet along the way. Read the stories, pay careful attention to the lessons!"



- ANTHONY IANNARINO,  
AUTHOR OF EAT THEIR LUNCH!