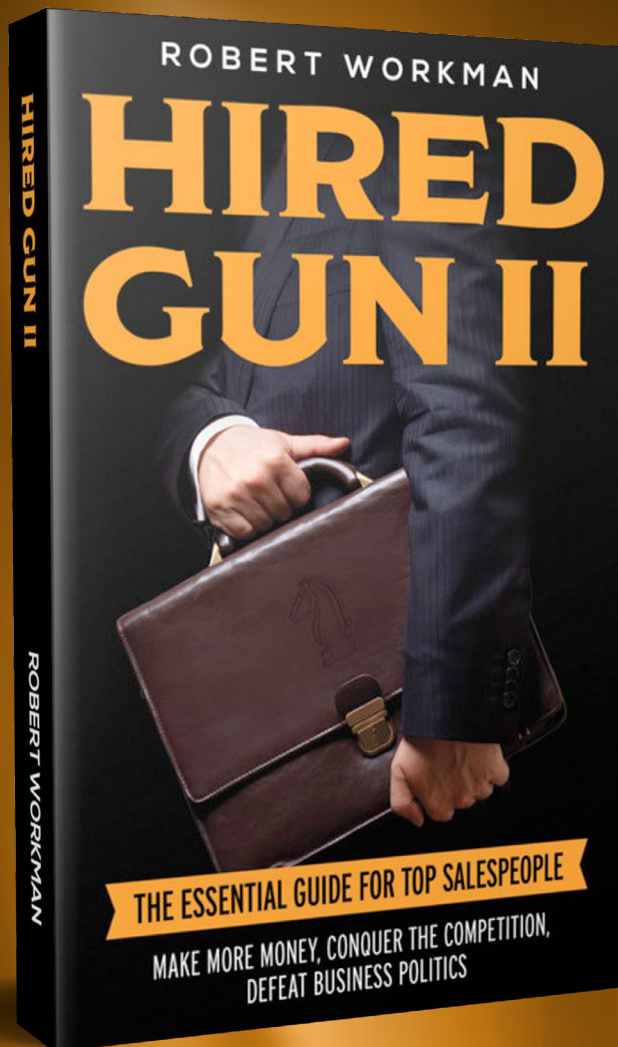


MEDIA KIT



"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

*The Essential Guide for
Top Salespeople*

AUTHOR

Robert Workman

Website: hiredgun.us

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SALES



BUSINESS



MARKETING



DEALS

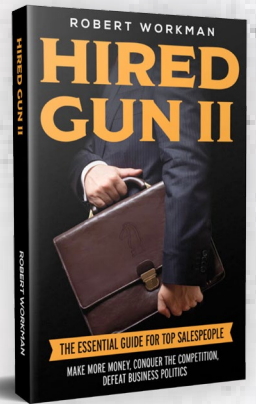
TESTIMONIAL

“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: The Essential Guide for Top Salespeople
PUBLISHER: Direct Media Marketing, LLC
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EBOOK: 978-0-9666668-1-6
FORMAT: Paperback and ebook
PAGES: 244



The world of business has changed — especially for salespeople. 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.

Robert Workman’s *Hired Gun II* is the sales bible used by salespeople who want proven methods to defeat industry politics and stay at the top of your game. As a #1 salesperson, sales trainer and entrepreneur for over four decades, Robert shows you step-by-step how to ensure that adversity and politics don’t destroy your high-performance sales career. He locks and loads both barrels with invaluable tools and secrets like:

- The risks of being the best and how to use them to your advantage.
- How to choose a mentor or coach who will provide the most value.
- Identifying internal company changes that aren’t in your best interest and leveraging them for your benefit.
- Using your single greatest asset to achieve top sales status and stay there.

Hired Gun II is the ultimate resource for top performing salespeople to maximize sales, crush the competition and use today’s hardball business tactics to your advantage.

“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



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

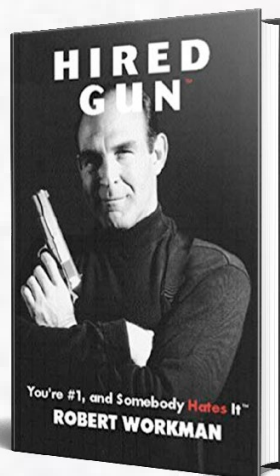
Robert Danger Workman is a 40-year veteran in face-to-face, day-in and day-out selling. He has published numerous sales training/human development programs and spoken to thousands of sales reps nationwide and internationally. His consistent track record as #1 in sales includes Top Producer titles from 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: The Essential Guide for Top Salespeople*, is an entertaining journey through the highs and lows of an outrageous and hilarious successful professional career in sales.

Follow Robert at <https://hiredgun.us/>

FURTHER READING

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



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:

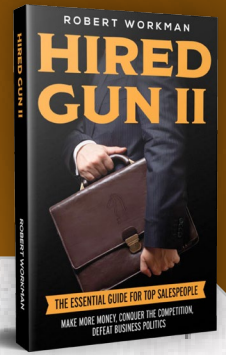
- Are You Too Good at Your Sales Job? 5 Surprising Reasons You May Lose Your Job
- Do You Have a Sales Superpower? Identifying Your Best Asset for Career Success
- Think You Know How to Sell? How to Deal with the 5 Biggest Challenges Every Salesperson Encounters
- Lost in Translation: How to Decode the 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

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AND BOOK COVER, CLICK HERE



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!**