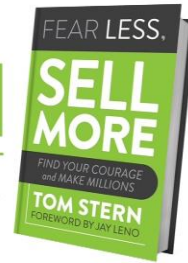


TOM STERN

Your Career Doesn't Have to Be Work



SAMPLE QUESTIONS FOR TOM STERN, AUTHOR OF *FEAR LESS, SELL MORE*:

1. Why did you feel it was important to write this book? Why now?
2. Rather than write a typical “how-to” book, you chose to write this as a fable. Why?
3. Who will best benefit from this book?
4. What do you think is the biggest roadblock keeping salespeople from success?
5. How did you come to create your method for success that you share in your book?
6. How have you seen the business of sales change over your long career?
7. What do you think the long-term impact of COVID will have on the field of sales? (If any.)
8. How did you get into sales and executive recruiting? Do you think you were born for this type of job?
9. How do you think fear manifests itself in salespeople? Do you think it does in more than one way?
10. On lighter note, what was it like being a stand-up comedian with a lot of A-list comedians?