

## Introduction to the Third Edition

In 1995, when I wrote the first edition of *How to Excel at Distributor Sales*, I had no idea of the significant impact it would have in the careers of so many people. Since then, I've seen thousands of people purchase the book and a large number of them write or call with testimonials about what it has meant to them.

But things are changing rapidly for the distributor salesperson. The world at the turn of the century is significantly different than what it was just a few years ago. Time-starved salespeople are under tremendous pressures to perform at higher levels. And my ability to communicate my thoughts and lessons has evolved. Concepts that were just seeds a few years ago have grown and fully ripened.

It's for those reasons that I decided to revise and expand the book, and include a special section on time management.

If you're a reader of the earlier editions, you'll find additional valuable concepts and processes in this version.

If you're a first time reader, welcome. It's my hope that this book will be as valuable to you as the first edition has been to its readers.