



How to Master the Art of Selling

By Tom Hopkins

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How to Master the Art of Selling By Tom Hopkins

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A revised and updated edition of Tom Hopkins' national bestseller.

You're in sales. Whether you call it persuasion or sharing, it all boils down to the same thing: your aim is to get other people to accept you, your product, or your idea. Within this audiobook are hundreds of ideas and essential sales phrases for doing just that.

Tom Hopkins is unique in that he won't teach you any strategy that he hasn't proven to work successfully in real-life selling situations. One single strategy alone has tripled the sales volume of many readers. That's why the book is recognized as a timeless classic thirty-five-plus years after its first printing. Imagine knowing the words, the lines, the techniques, the closes, and the tactics of the top 5 percent of salespeople in America!

- Sixteen words of sales jargon never to use with a potential client
- Seven buying signals that tell when someone is ready to buy
- A simple strategy for finding qualifying leads rather than wasting time with non-buyers
- Five keys to overcoming rejection and becoming fearless
- Sixteen word-for-word closes -- exactly how to ask for the sale

Considered the number-one resource for mastering closing skills, there's no hype or theory here, just proven, effective "how-to" and practical selling skills to help you increase your sales volume immediately. The answers to nearly every sales objection are literally in your audio library. This audiobook with accompanying PDF workbook will save you the time it took Tom to master the art of selling.

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How to Master the Art of Selling By Tom Hopkins Bibliography

- Sales Rank: #746809 in Books
- Brand: Brand: Champion Pr
- Published on: 1982-08
- Binding: Hardcover

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Editorial Review

Review

"What Hopkins sets out to do is motivate...He succeeds...One of the most useful books on selling." --*Small Business News*

About the Author

Tom Hopkins is chairman and founder of the renowned sales-training organization Tom Hopkins International. He is a member of the National Speakers Association and is the author of the national bestseller *How to Master the Art of Selling*. Today, more than thirty-five thousand corporations and millions of professional salespeople throughout the world utilize his professional sales-training materials.

Audiobook Narrator Bio: **Bill Foote** graduated from Western Washington University with a BA in broadcasting. After a successful thirty-five-year career in the business world, he returned to Liberty University and graduated with a master's degree in religion. He has been teaching at the high school level since 2012. When he is not recording, he is announcing varsity sports for the local high school and working for the Seattle Mariners. He resides in Sammamish, Washington, with his wife, Cathie. They have three married children and three grandchildren.

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From reader reviews:

James Johnson:

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