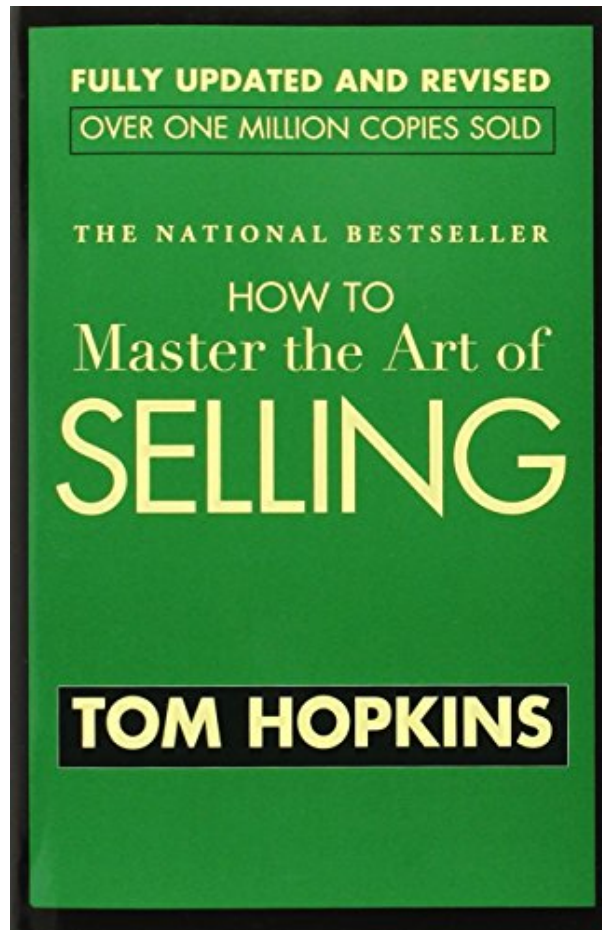


HOW TO MASTER THE ART OF SELLING BY TOM HOPKINS



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About the Author

In 1976, Tom founded Tom Hopkins International, Inc., and dedicated his life and his company to teaching and inspiring others through his seminars, books, audio and video training programs. Today, over 35,000 corporations and millions of professional salespeople through the world utilize his professional sales training materials.

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- Original language: English
- Number of items: 1
- Dimensions: 8.00" h x 1.25" w x 5.25" l, .74 pounds
- Binding: Paperback
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Features

- Great product!

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Most helpful customer reviews

0 of 0 people found the following review helpful.

An excellent example of how to sell

By Kamal Jabbar CEO Palace Music Group, LLC

Securing major sales requires forming connections with every prospect. I've read lots of books about sales habits and techniques, but had never found one which dealt with these broader challenges around sales without tilting either to mindless optimism or anti-capitalist despair. Of all the activities in business, sales is the one which forces us to confront who we are and what we are willing to do for money. emphasizes the need to ask questions and understand the prospect's needs, then to use that information to present the benefits that will catch the buyer's interest. Hopkins places constant emphasis is on prepared presentations, conscientiously planned. He analyzes basic needs, how to know product and prospect, who to sell, what to sell and what to tell; he lays out a program for a positive approach, ways in which to give a verbal picture, and how to stay away from argument and bluffing. With that said, Hopkins defines the most desirable attributes of the salesman; personal enthusiasm, self-confidence, understanding of people, belief in his product, and he concludes by outlining some approaches which apply to any sales problem. Nuff said.

19 of 20 people found the following review helpful.

Great for your first Hopkins book, too much review for seasoned Hopkins fans

By Amazon Customer

I've been anticipating the release of this book when I saw it was being published, and as good as Tom Hopkins is (peerless, frankly, in my eyes) in the world of sales skills training, I was a little disappointed in this book.

I have read his classic, epic, bestselling and game-shifting "How to Master the Art of Selling", and I have a hard time turning anywhere else when I have questions or want to refresh on the basics. I am aware there are other sales trainers, but for my money (and the money I'll make!) Tom Hopkins is the gold-standard.

Some of his other books bear mention here: "Low Profile Selling" is fantastic, replete with scripts and language and good tips for how to approach the sales process without coming off as a pushy, greedy salesperson. His "Guide to Greatness in Sales" is another very good, very on-the-ground counsel for people who find themselves 6 months to five years in the business and are dealing with some of the requisite growing pains.

I also can't mention highly enough his 3-CD audio collection; I have relied on disc 2 (Advanced Survival Training) more than I ever thought I would and it kept me going when I was contemplating throwing in the towel.

One of the things, I think, that separates Tom Hopkins from the others is that he is selling the profession of selling to all of us, his students, in the best possible way. Demonstrating the principles he teaches, he paints vivid emotional pictures for us to imagine ourselves as successful salespeople, pictures that give us the desire to undergo the training to go out and win. It's brilliant.

So I came to the latest book with this deep respect for his teachings, and is perhaps why I was underwhelmed by the book. He surely does update some of his best material for the book, and tailor it in ways to the financial services industry, but much of what he says about sales in the financial services industry - such as that your prospects are nervous about making a big decision with their money, can they trust you with it, your company, etc.? - doesn't differ substantially from sales in other areas too: real estate, corporate purchasing, high-net worth products - anywhere, in fact, where a large purchase is made, so doesn't seem that this advice is tailored or only relevant to the financial services industry.

I suppose I was hoping for more script language, more specifically adapted material to financial services, but much of the book dwelt on fundamentals of any sales process - finessing the first impression, becoming referable, etc - such that after all the exposure I've had to his teachings, I didn't find anything here that made me go "Wow, that's exactly right for my field!"

That said, if you are considering this as your first Tom Hopkins book, and you work in the financial services industry, I would say without a doubt that it is an excellent introduction to his teaching, and that once you read this you'd be well-served to visit the previously mentioned works too and mine them for all of their brilliance.

5 of 5 people found the following review helpful.

Updated version worth the money

By E. Miller

I first bought "How to Master the Art of Selling" by Tom Hopkins in 1993 and then recently purchased the updated version because I am re-entering the world of sales and wanted to see how the author had

updated/revised his approach.

In my opinion, Hopkins' strongest point is the attention to preparation. He outlines many specific scripts and strategies that are easily adapted to various situations. This is the best "how to" book I have come across.

While the fundamentals of selling are still basically the same (perseverance, follow-through, shameless self promotion etc.) the author did a nice job of bringing his approaches into the 21st century.

The book is well worth the money, both for the updates and the re-read.

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