

HOW TO
MASTER

THE *Art* OF

SELLING

AUDIOBOOK

Bonus PDF

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Hopkins, Tom

How to Master the Art of Selling Audiobook Bonus PDF

1. BUSINESS & ECONOMICS / Sales & Selling / General
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Chapter 2

Twelve Sources of Sensational Selling Success

The Purchase Path

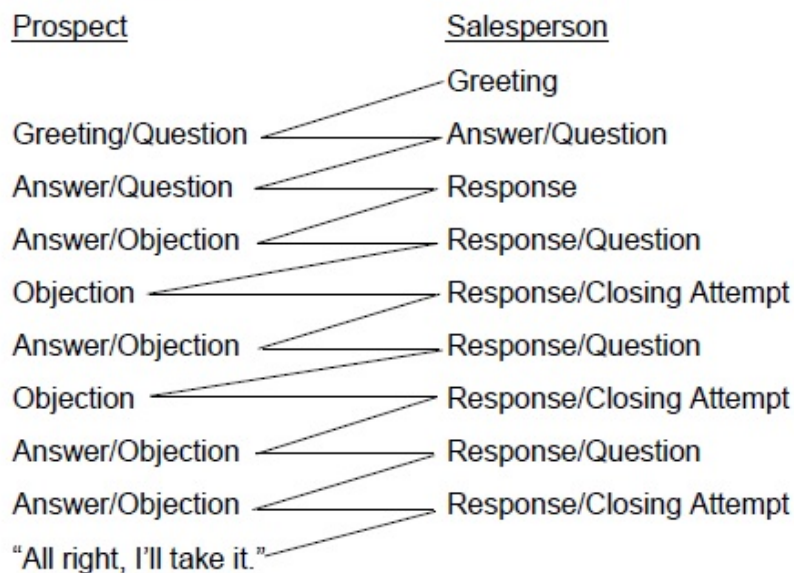
Audio Location: Chapter 2 @ 35:40

In chapter 2, Tom refers to the fact that successful sales interviews tend to follow a particular pattern. This is called “The Purchase Path.” This diagram is highly simplified, but gives you a visual image of how the sales process is likely to proceed.

The greeting phase, for example, might include lengthy getting-acquainted small talk to establish rapport. Unless you’re selling something over a counter, you’ll have to ask more questions and respond well to many more objections than I’ve shown. But the essential elements are there, and it’s the concept that’s important. It expresses the simple essence of sales.

The function of the professional salesperson is to know what a prospect might ask or object to, what information and responses will best meet the expected questions and objections, and what closes will guide the prospect toward approving the purchase. It boils down for a while to them saying this, you answering that, and then they walk out carrying the product you’ve helped them to see was just right for them.

THE PURCHASE PATH



Chapter 7

Finding People to Sell

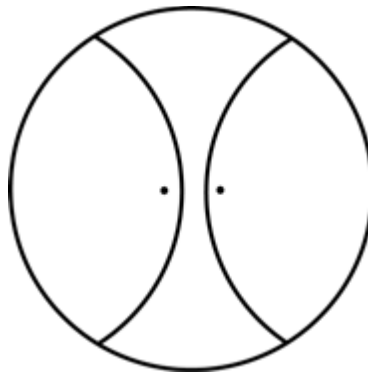
The Secret to Success in Sales (your reference is the “circular diagram”)

Audio Location: Chapter 7 @ 03:07

In chapter 7, Tom teaches prospecting strategies. The only way to generate income is to interact directly with potential clients and existing clients. When you're doing paperwork, you're not selling. When you're talking with fellow sales associates, you're not selling. After all they're not going to buy from you, are they?

The secret to success in sales that Tom was taught is to see twenty people belly-to-belly every day. The key to making more money is to connect with more people.

You might be in telemarketing. You might conduct sales over the Internet, relying on e-mail and video conferencing. That's okay. The premise still stands. If you'll meet twenty people every day, you can't help but succeed in sales. Even if they don't need your services, they'll likely know someone who does. It's all in who you get to know.



Chapter 12

Put Champion Power in Your Presentations and Demonstrations

Planning Your Sales Presentation

Audio Location: Chapter 12 @ 36:17

In chapter 12, Tom teaches the critical elements for preplanning your sales presentations. The more you can learn about your prospective buyer before presenting, the better you can customize your presentation to their needs. The more customized the presentation, the more likely they'll see the benefits of owning your product or service.

Working with the Preplanning Forms

One version is designed for retail sales of products and services to individuals or families. The second version of the pre-planner assists you in preparing for successful sales interviews with decision makers at all kinds of organizations: corporations and other companies in commerce and industry, governmental agencies, and the groups serving the religious, educational, and cultural needs of the nation.

On both of these forms, keep track of the sources from which you obtained your information. Knowing the source enables you to make a better guess as to its dependability, and it also helps you discard unreliable sources.

How you fill out most of the form is obvious. What they have now, and how long they've had it, tells you where they are on the itch cycle. What their choice was last time tells you much about what their next choice will be.

After listing the names of the family members, be sure to put an asterisk (*) after the person you think will be the decision maker. This is the person you must convince and close—without making the other family members fight you. Find out where each spouse works, and what they do.

If you know these facts, you know a great deal more about them, don't you? Will you agree that a presentation to someone who makes his living breaking concrete with a jackhammer should be different from a presentation to someone who makes his living treating people with pills? The purpose of getting all this information is to move you closer to what they want and can afford.

Benefits referrer accepted. You'll often find yourself going in for an appointment with potential clients without having heard from their own mouths what benefits they're really interested in. If you can get this information when you arrange the visit, fine. If not, and they were referred to you, the benefits the referrer has invested in can be the most reliable guide to what the prospect will also want. If there's any way to get this information from the referrer, don't go into a presentation without it.

Benefits to be used to gain telephone appointment. What are you going to tell them on the phone to generate the emotions that will make them want to see you? Remember that all you want at this point is a firm time and location where you'll see them. If you run off every bit of your good stuff to get the appointment, the actual face-to-face meeting may be an anticlimax.

Benefits to be used in the qualification questions. Use the qualifying steps given in chapter 14.

Benefits planned for presentation/demonstration. Note here all the benefits you believe they'll accept as having value to them. This is where you fire your big stuff. But never lose sight of the probability that what makes a heavy hit on some buyers will only be a light tap on others. And never assume that the feature you value most in your offering will be the feature your next prospect will value most.

Planned comparative questions to eliminate the primary objection. A comparative question melts the primary objection down by focusing the prospect's attention on answering a minor issue. I begin all my comparative questions with the words: "Isn't it true that—"

An example from insurance sales will illustrate the concept of the comparative question: The primary objection I anticipate here is money—the size of the premium. When it comes up, I say, "Isn't it true that the size of the premium is less important than being prepared to invest in your children's education should something unforeseen happen by the time they're ready for college?"

What are they going to say? One of the most important things to most people is the education and welfare of their children.

When the entire picture is considered, the primary objection that most people raise in most sales interviews is not, in reality, the point of primary importance to them. It's our business as salespeople to put that primary objection into proper perspective, smothering its negativity with positive emotions.

Demonstration and presentation equipment and materials to be used. Once you have the comparative questions written, list the tools you think will be most effective on that particular call. You want to make your basic presentation within seventeen minutes and then shift into your closing sequences. You may need to hand them a detailed prospectus, but limit your remarks to pounding the pith of the matter.

Similar-situation stories to be used. We go into this in detail in chapter 17. Being prepared to tell your prospects similar-situation stories is an effective presentation technique; putting written similar-situation stories in your presentation binder is a better technique; having the words and voices of happy clients recorded in audio or video format is the best.

The last two items on the personal sales sequence plan need little comment. Can you get them physically involved by having them use your calculator or run the machine you're demonstrating? Devise some form of physical involvement for every presentation or demonstration.

If it's a referred lead, the referrer will usually be able to fill you in on the prospect's interests. If your prospects are corporate officers or directors, there's a good chance they'll be listed in Standard & Poor's or in Who's Who. If not, ask about their interests at the time you confirm your meeting.

PERSONAL SALES PRE-PLANNER

Name of Individual/Family _____

INFORMATION GAINED

Names Involved: (*Primary Decision Maker)

If Individual Only _____

If Family

Father _____

Mother _____

Children _____

Sources of Income & Amounts, Approx.

Employed By _____

Position _____

Income Est. _____

Employed By _____

Position _____

Income Est. _____

Other _____

Type of Comparable Product or Service They Now Have

How Long _____

Benefits Referred Accepted _____

Other Benefits They May Accept _____

Other Information – Home; Furnishings; Car; Hobbies;
Group Affiliations; Etc. _____

SOURCE

SEQUENCE PLAN

Benefits to be Used to Gain Telephone Appointment _____

Benefits to be Used in Qualification Questions _____

Benefits Planned For Presentation/Demonstration _____

Anticipated Primary Objection _____

Planned Comparative Question to Eliminate Primary Objection. "Isn't it true that _____

Demonstration and Presentation Equipment and Materials to be Used _____

Similar Situation Stories to be Used (Name of Story Only) If audio — Indicate with * _____

Physical Involvement to be Created _____

The Items of Personal Interest — Corporate current market condition; Hobbies; Clubs; Etc. to be Referred to During Presentation to Create Common Ground

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The Corporate Sales Preplanner

This form follows a similar pattern as the Personal Preplanner. However, at the bottom of it, you'll notice a change from the personal sales version as you raise the question of where the prospect's company stands in its own competitive race.

Here's how you use this information:

Let's suppose that you've just found a new market for your product or service by getting an air-conditioning contractor involved in your type of product for the first time. The person you helped claimed that his company is the largest of its kind in the city. Don't ask who number two is and risk upsetting him. Instead, do your own research. You may discover that your new client really is number one in the city.

Start calling the other companies in that industry. Number seven wants to move up to be number six, number six would like to move up to be number five, and so on. As their ultimate goal, most of them want to be number one. And in every one of those companies, there's a corporate eagle who's watching how his company is doing. He's also watching the competition because the last thing he wants to do is slip down a notch or two. You can bet that they'll all be interested in what number one is doing—which is using your product or service. They'll all be wondering: Is what you've supplied number one giving that firm an edge? If it's even remotely possible that it does, they'll want to talk to you. That's why the Champion wants to know where each prospect ranks competitively.

The rest will be interested in what number one is doing—which is using your product or service. They'll all be wondering: Is what you've supplied number one giving that firm an edge? If it's even remotely possible that it does, they'll want to talk to you. That's why the Champion wants to know where each prospect ranks competitively.

CORPORATE SALES PRE-PLANNER

Name of Company _____
Individual & Title _____
Is This Person Decision Maker? _____
If Not — Name Individual Who Is — With Title _____
Type of Company _____
Product or Service _____
Approximate Gross Sales _____

INFORMATION GAINED

Individuals Involved — With Titles _____

Which One Greatest Problem. Why? _____

D & B or Other Financial Rating _____

Benefits Referrer Accepted _____

Other Benefits They May Accept _____

Other Information — Competitors; Current Market
Position; Organizations Belonged to; Etc. _____

SOURCE

When Do You Plan?

The night before your meeting. Be sure to fill out the front of the form right after confirming the meeting. Then you won't have forgotten a lot of vital details when you sit down to review the form, write out your questions, and plan your selling sequence the night before your appointment. This, by the way, is the habit of the pro.

All the Champions I know plan everything they're going to do on their next day's appointments the night before. And they do it in writing because then they know they've done it; they know they've impressed it on their minds, and that they can give it a quick review before walking in for each appointment. Please, stop winging it. Please stop going to an appointment not knowing what you're going to say or do. If you walk in without having a plan laid out, you're going to cut your effectiveness in pieces—and you'll have to eat off the smallest piece.

As you get more into preplanning in writing, as you catch the excitement that the power of this method creates, you'll find yourself seeing with greater clarity the pitfalls and opportunities that wait for you in each presentation. You'll find yourself driven to prepare even more carefully so you can approach each presentation with even greater confidence—and your success ratio will soar.

Yes. Preplan in writing. The results will raise your sales performance to the highest level.

Wouldn't you like to know what they're going to say before you push the copier in through their revolving door, before you fly in to detail a new production facility, before you walk in to present your custom-tailored service?

Chapter 17

Sixteen Power Closes for Aspiring Champions

Table of Amounts

Audio Location: Chapter 17 @ 34:50

Reducing Numbers to the Ridiculous

In chapter 17, Tom teaches the Reduction to the Ridiculous strategy for overcoming money objections. An example of reduced figures is given here in the table of amounts. Create your own table based on the math and the most likely numbers you'll encounter for your particular product.

(COST PER DAY)

(Based on 50 week year, 7 day week)

Period	Amount Reduced		
	\$100	<u>\$1,000</u>	<u>\$10,000</u>
3 years	10 cents	95 cents	\$9.52
5 years	6 cents	57 cents	\$5.71
10 years	3 cents	29 cents	\$2.86
25 years	1 cent	11 cents	\$1.14
40 years		7 cents	71 cents

The math Tom suggests is as follows:

Step 1: Determine how much “too much” the buyer feels your product is.

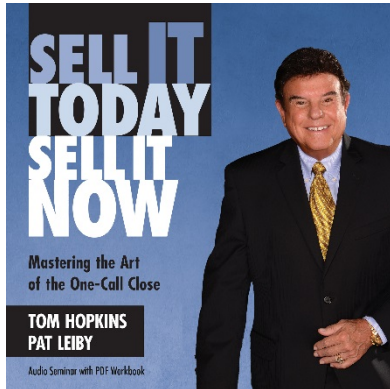
Step 2: Get an agreement from the buyer as to how long they'll benefit from the product (in years). Divide the “too much” amount by the number of years to get an annual amount.

Step 3: Divide the annual amount by 12 months to get a monthly figure.

- Step 4: Divide the annual amount by an appropriate number of weeks. For businesses, 52 is usually the best option. For consumer items for the home, assume the owners are not home 2 weeks of the year. This will give you a weekly amount.
- Step 5: Divide the weekly amount by 5 or 7 (depending on how many days of the week your product might be in use) to get the daily amount.
- Step 6: (if needed) For business products, you may want to divide the daily amount by the number of hours per day the product might be in use. This will give you an hourly amount the purchaser is debating.

Once you have the final amount that's appropriate for your situation, ask, "Mr. Buyer, do you think you should avoid having all the benefits we've been discussing for the equivalent of \$X.XX per day/hour?"

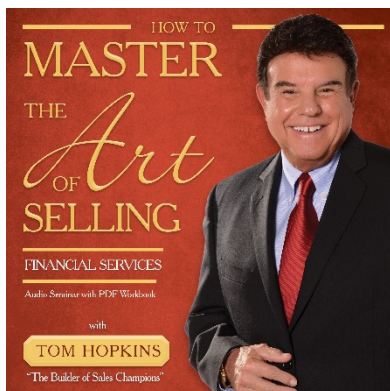
More Great Audio Programs from Tom Hopkins



This Audio Seminar is a supplemental training program that compliments the *Sell it Today, Sell it Now* book. This audio program, along with the accompanying workbook, is your ultimate reference guide to planning and perfecting the art of one-call close. Topics include:

- Keys to overcoming objections
- Overcoming the fear of closing
- Mastering the art of one-call close

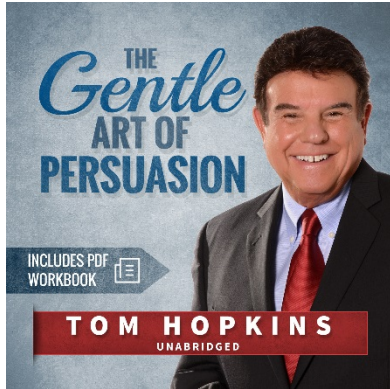
This step-by-step sales training audio seminar holds the key to your successful sales career. Keep it on your desk, in your car, in your office. Refer to it often.



Financial services representatives have turned to Tom Hopkins for years for his proven-effective, professional selling strategies which have helped them learn how to help their clients make financial planning decisions. This audio seminar will help you:

- Ask the right questions to calm your client's fears and discover their needs
- Increase your sales ratios with closing strategies that make sense to your clients
- Grow your business with powerful, yet simple referral strategies

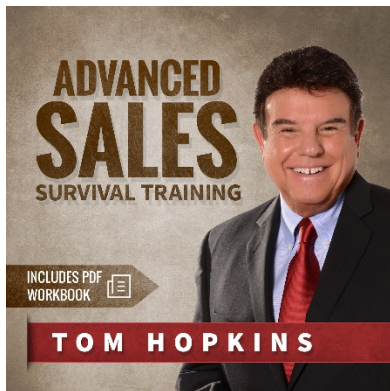
This audio seminar includes a bonus PDF workbook to give you exceptional training of Hopkins' methods will teach you how to master the art of selling financial services more effectively and efficiently than



In this powerful 12-session audio with accompanying workbook, you will learn the basic conversation and persuasion skills needed to be successful in life, at home, at work and with your children. Session topics include:

- The Power of Persuasion
- Learning to Love Objections
- Goal Setting and Maintaining a Champion Attitude

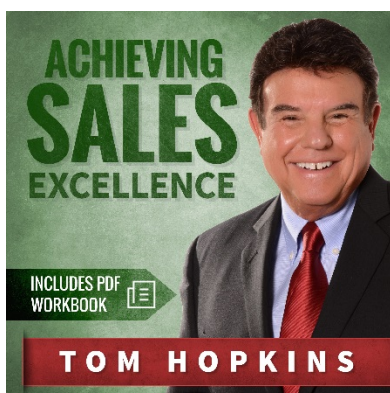
In this program you will discover that 98% of success in life depends on your success in conversations.



In the *Advanced Sales Survival Training* audio program, Tom Hopkins shows you how to relieve stress and communicate better with your clients. Tom Hopkins' sales techniques will help you:

- Restore balance to your career
- Achieve top performer status in your organization
- Increase your overall sales performance and profits.

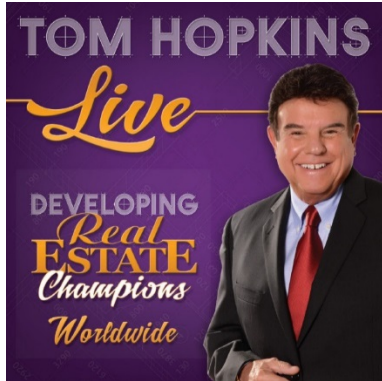
Tom's survival training will help you discover The Dirty Dozen - twelve daily stressors that can drag you and your profits into the mud.



Having the edge is the key in sales, and Tom Hopkin's *Achieving Sales Excellence* will help you develop the finer points of salesmanship:

- How the "salesperson" self-image is costing you
- 6 methods for reaching buyer pools
- 10 potential client fears
- 5 body and verbal cues that shout "I want it!"
- Closing strategies that turn "maybe" into money

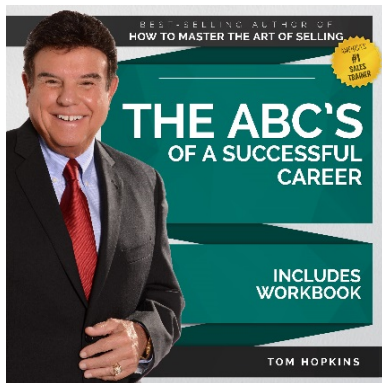
Tom's exclusive program will put 40 years of experience into your selling game in just a few hours!



Developing Real Estate Champions will guide you through the steps Tom Hopkins took to become a master at listing and selling real estate. In the recording of this real estate training seminar, you will learn:

- Innovative ideas for finding and reaching out to potential clients
- What to say to overcome real estate objections
- Nine proven and effective closing strategies

This program will help you to learn how to expect and love objections, remain positive at all times, successfully close more listings and sales, and keep clients coming back for a lifetime.



It's elementary – Tom Hopkins' *ABC's of a Successful Career* breaks down 26 major nuances of selling, powerful points focused on what really matters in your career:

- How to develop and keep a positive attitude
- The importance of maintaining balance in life
- How anything is feasible if you remain flexible
- The power of having and being a mentor

Tom's inspiring program can help anyone succeed and fully enjoy their selling careers – it's as simple as ABC!