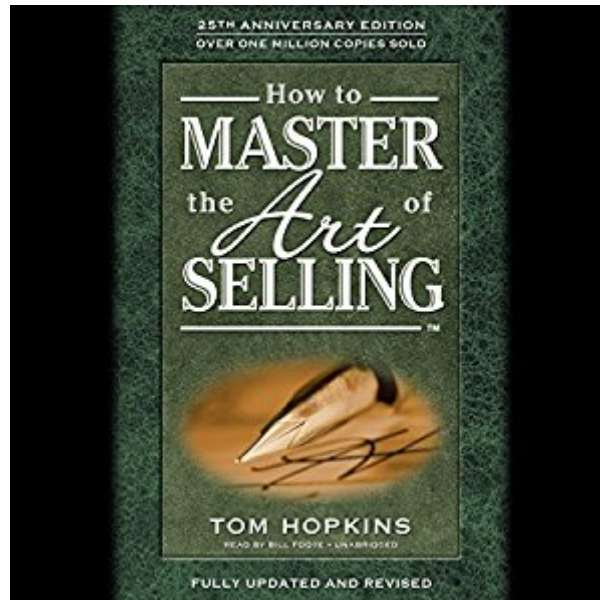




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# How To Master The Art Of Selling



## Synopsis

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 listeners. That's why the book is recognized as a timeless classic 35-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 nonbuyers 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.

## Book Information

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## Customer Reviews

I love this book! It has been especially helpful in my job. Its great if you work at a sales job and you want to increase your sales!! It has definitely helped me increase mine. Its a must read for sales people and if you wish to start a business

I am an original owner of the cassette program and workbook. After 15 years I've updated it to the CD version. Tom Hopkins is a master seller. The Kindle version is so I have the information close at hand when needed. Tom offers excellent suggestions, memory items and phrases, gives many examples of how to use the suggestions and memory items, and this is an excellent backup on Kindle.

I'm a Realtor and had heard about this book while reading a book on guerrilla marketing. I was hooked from the start. The techniques are practical and if put to use and practiced I don't see why anyone can't succeed in any sales arena. I've committed mastering one technique at a time as I'm new to real estate but not to sales at all. Tom also recommends reading this book once a year. I will definitely do that to pick up on things I may have missed. Anyone serious about mastering and being successful in sales? I highly recommend.

Very informal book on how to truly master the art of selling. Tom Hopkins goes into incredible detail about how to sell anything by using his many tactics and closes. It took me quite a while to read but I did not quit because every page had something of value to take from it. Keep your highlighter handy!

Needs some tiny updates, but overall a great book on the timeless art of 'selling' whether it's your ideas, your product, or some other value that can be brought to others. Well worth the read, and a great one to read more than once.

As a sales book author myself, I'm always looking for the great sales ideas that I can share with my students and clients. This book by Tom Hopkins was the first sales book I ever read that really covered the entire art of selling for me. It changed how I sold. I got my first copy of *How To Master The Art Of Selling* in 1981. At the time, I was doing well, selling vacuum cleaners in people's homes. I remember buying the book in a bookstore (remember those?) and reading it over a long weekend. The book changed everything about how I sold. Sure, I knew some closes, I had a way to prospect, and I knew how to demonstrate my product. But this is the first time I was seeing all this written down in a comprehensive book. A serious study of the techniques of selling. The book drew me in. I was engaged. There have been several editions of this book. I was reading the first edition, in hardback. But the newest edition is the 2005

version. There are updates, and so I'm going to review the 2005 version. Hopkins gives a short introduction about the profession of selling; Why it's a great and honorable profession, and the advantages of seeking out a career in sales. A large chunk of the book is invested, wisely I think, in asking questions. Some of this is Qualifying. And I have to admit, this is where the book helped me the most. What questions do you ask to make sure that you are talking to the right person. What questions do you ask to make sure that they have the money and the ability to buy before you even start your presentation. The technique of "Bracketing up for money" I took directly from the first edition of the book, used it word for word, and I saw a huge jump in my closing percentage. He spends time on "Tie Downs", which are ends of sentences, that turn the sentence into a question, and gather agreement from the prospect. I've used these in my selling, and find that they help hold the prospect's attention. But if you use them more than a few times, they become obvious and irritating. Just use them in moderation. There is a section on how to see rejection. This is a series of views on how to see rejection. The work comes from the book *Anatomy Of A Salesman* by Art Mortell which is a great book by itself. And I wonder why it isn't a best seller. It takes the fear out of prospecting. It also helps overcome the fear of rejection. The techniques in this section work. I've used them in my own life, and they helped me get over my fear of rejection. The section on non-referral prospecting is revealing. There are several places to find perfectly good prospect, before you ever ask for referrals. These sources are covered nicely in the book. The real strength of this book are the sections of types of questions, that lead to a close, and the closing questions themselves. Although I don't use these in their presented form, you can learn a lot by reading the questions, and knowing why you should ask them. I won't spoil it here, but the closes presented are strong stuff. This is old school closing, from a master of the craft. The section on referrals is weak, but I imagine it's because the author wants to appeal to salespeople in every field, and so he leaves out techniques that are only going to apply to a few businesses. Do I use these techniques today? Not so much. My selling is pretty advanced, and my prospecting method makes the selling pretty easy. But for salespeople who haven't taken serious sales training? This book is a goldmine. And everything taught in the book works. I remember the end of that weekend in 1981. That week, I put what I learned to use, and saw my sales increase dramatically. By then I was already doing much of what was in the book. But the book taught me why I was doing it, and it helped me polish my

methodology. And a few techniques, I learned for the first time, right from the book, and used them as is for a few decades. A must for any sales person's library. This is a book you study.

my boss gave me this book when i was struggling with sales his instructions were to leave it somewhere and read it in bits .i left it in my bathroom and read it on the throne . my sales doubled the first month and i never had an easier time closing customers . tom taught me how to stay out of my own way and allow the customer to buy my product (for their reasons not mine)

Excellent.

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