



How to Master the Art of Selling

By Tom Hopkins

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The book that launched over 3,000,000 careers worldwide! No longer a well-kept secret, Tom's mega-hit book is placed within arm's reach on every top producer's desk. It's considered the world's best reference guide and has been used for more than 17 years in every sales profession. Even if you've been selling for years, you'll find page after page of valuable information guaranteed to help you serve more clients while boosting your bank account.

Millions agree, this is the guide to base your career on! It's hard-hitting, down-to-earth and entertaining....you'll read it again and again as you map out your own road to success.

Tips and techniques show you how easy it is to:

Earn a six figure income

Create a sales climate where nearly everyone will say YES!

Dazzle your prospects from the first handshake

Change negatives into positives

Sink your teeth into success

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Editorial Review

About the Author

TOM HOPKINS

The Builder of Sales Champions

And Master in the Art of Professional Selling

Tom Hopkins carries the standard as a master sales trainer and is recognized as the world's leading authority on selling techniques and salesmanship.

Over 3,000,000 people on five continents have attended Tom's high-energy live seminars. Tom personally conducts 75 seminars each year traveling throughout the United States, Canada, Australia, New Zealand, Singapore, Malaysia, Taiwan and the Philippines.

Tom Hopkins is a distinguished charter member of the National Speakers Association and was among the first to receive its prestigious Council of Peers Award for Excellence. Tom's talent of teaching in a creative and entertaining style has brought him a tremendous following, as well as constant demand for appearances at regional and national conventions each year.

Tom Hopkins has been the subject of countless articles in publications such as U.S. News and World Report, The New York Times, The Los Angeles Times, Personal Selling Power, People magazine, Selling magazine, Entrepreneur magazine, and The Washington Post.

One of America's most successful and dynamic businessmen, Tom Hopkins did not find success easily. Born in Burbank, California, Tom quit college after only three months. At 19 years of age, married and with a baby on the way, he took a job in construction. It wasn't too long before Tom decided that this was not the way he wanted to spend the rest of his life, so he quit the construction job and took a job he thought would be easier – selling real estate.

Six months into his real estate career, Tom's income was just \$42 a month. Tom realized at this point that he wasn't making money in sales because he didn't know how to sell. After discovering that all the top producers in sales had extensive sales training, Tom set out to learn everything he could about professional selling methods.

Armed with drive, determination and knowledge, Tom Hopkins built his sales volume to over \$14,000,000 within five years.

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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Arthur Seaton:

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Kevin Williams:

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Roman Morris:

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