



HOW TO  
MASTER  
THE  
*Art*  
OF  
SELLING

---

FINANCIAL SERVICES

---

with

**TOM HOPKINS**

“The Builder of Sales Champions”

BONUS PDF INCLUDED

L I V E   S E M I N A R

Thank you for buying this audio program  
published by **Made For Success Publishing**

To learn more about Made For Success Publishing you can visit us at:  
[www.MadeForSuccessPublishing.com](http://www.MadeForSuccessPublishing.com)

P.O. Box 1775  
Issaquah, WA 98027

Copyright 2009, 2015 by Tom Hopkins International, Inc.

All rights reserved.  
Tom Hopkins International, Inc., Chandler, Arizona

In accordance with the U.S. Copyright Act of 1976, the scanning, uploading, and electronic sharing of any part of this book without the permission of the publisher constitutes unlawful piracy and theft of the author's intellectual property. If you would like to use material from the book (other than for review purposes), prior written permission must be obtained by contacting the publisher at support@MadeForSuccess.net Thank you for your support of the author's rights.

Distributed by Made For Success Publishing

For ordering information, please contact Made For Success +14256570300

Hopkins, Tom

How to Master the Art of Selling Financial Services Workbook

1. BUSINESS & ECONOMICS / Sales & Selling / General
2. BUSINESS & ECONOMICS / Finance / General
3. BUSINESS & ECONOMICS / Training

## I. Before Taking Action, Clearly Define What “Success” Means to You.

A. Tom Hopkins’ Definition of Success — The \_\_\_\_\_  
\_\_\_\_\_ toward the achievement of \_\_\_\_\_,  
\_\_\_\_\_.

B. There are two types of goals:

1. Short-term — no longer than \_\_\_\_\_.

a. Should be better than your best, but believable.

b. Should be \_\_\_\_\_.

[Use Tom’s “My Life’s Blueprint” on your Workbook Disk.]

2. Long-term — Set long-term goals to live a \_\_\_\_\_  
\_\_\_\_\_ by achieving total fulfillment in all areas.

a. F \_\_\_\_\_ I \_\_\_\_\_

Living comfortably, debt-free, off the monthly income generated by your net worth at a given date and time.

b. E \_\_\_\_\_ S \_\_\_\_\_

Being happy most of the time, coping with life’s crises, and striving to live in the solution and not the problem.

c. P \_\_\_\_\_ F \_\_\_\_\_

Striving for healthy moderation in all your choices and habits.

Be careful of the bad C.A.T.S.

d. S \_\_\_\_\_ F \_\_\_\_\_

Searching to satisfy your spiritual needs. Realizing the truth that if what you believe in doesn’t make a difference, then it doesn’t make a difference what you believe in.

e. Begin by outlining a clearly defined picture of what you want to be, do, own and accomplish in the next 20 years.

*Financial Independence Example:* Your net worth goals must be very specific.

Monthly Income Goal (M.I.G.)                      \$ 4,000

Annual Income Goal (A.I.G)                      \$48,000

To generate \$48,000 per year, you would need to have \$800,000 invested at a 6% rate of return.

What's your goal?

M.I.G. = \$ \_\_\_\_\_ A.I.G. = \$ \_\_\_\_\_

Using a 6% rate of return, how much do you need to have invested? Take your annual amount and divide it by 6% for your answer. *"The amount I will have invested is: \$ \_\_\_\_\_."*

## II. Now That You Know What You Want, What's Holding You Back?

A. To become a true Champion you must increase your \_\_\_\_\_ - \_\_\_\_\_ and \_\_\_\_\_ - \_\_\_\_\_.

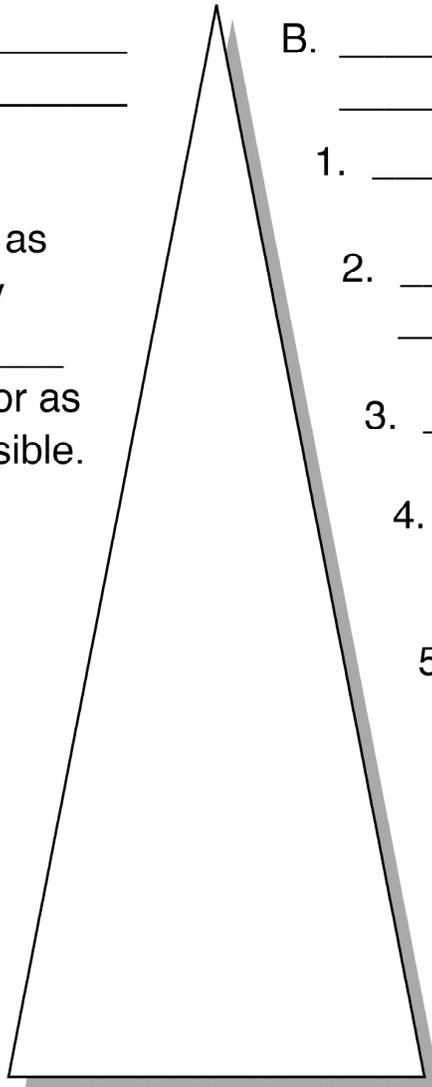
1. The self-image is a mirror reflection of who you \_\_\_\_\_ you are.
2. You must let go of the \_\_\_\_\_ \_\_\_\_\_ \_\_\_\_\_ to become the Champion of the future.
3. You may need to perform some \_\_\_\_\_ \_\_\_\_\_ to eliminate the emotional \_\_\_\_\_ that are holding you back.
  - a. Procrastination —
  - b. Guilt —
  - c. Worry —

d. Need for \_\_\_\_\_ — You can't make everyone happy, so set your priorities as to who are the most important people in your life regarding approval.

### III. The First Key to Success in the Financial Services Industry is to Understand That You Are in the \_\_\_\_\_ Business.

A. \_\_\_\_\_  
\_\_\_\_\_

They must perceive me as an extremely \_\_\_\_\_ expert advisor as soon as possible.



B. \_\_\_\_\_  
\_\_\_\_\_

1. \_\_\_\_\_

2. \_\_\_\_\_  
\_\_\_\_\_

3. \_\_\_\_\_

4. \_\_\_\_\_

5. \_\_\_\_\_  
\_\_\_\_\_

6. \_\_\_\_\_  
\_\_\_\_\_

7. \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

C. A \_\_\_\_\_, E \_\_\_\_\_,  
D \_\_\_\_\_, and G \_\_\_\_\_

## IV. Prospecting Involves Finding the People to Sell, Then Selling to the People You Find.

A. Selling is nothing but a matter of \_\_\_\_\_.

B. Know what makes someone a good potential client for you.

Of a certain age group? Married? With children? Age group of children? Of a certain professional group? Earning a certain income? Living in a specific geographic area?

List five criteria for your ideal clients.

1. \_\_\_\_\_
2. \_\_\_\_\_
3. \_\_\_\_\_
4. \_\_\_\_\_
5. \_\_\_\_\_

C. Strategies for finding new business.

1. Networking

Always be on the lookout for people you might serve.

*In social situations*, the key is to be relaxed and casual. Talk about non-threatening subjects such as the reason for the gathering, the weather or a subject of common, local interest. Have some ice-breaker questions ready:

*“How do you know the hosts?”*

*“Where are you from?”*

*“I couldn’t help but notice your lapel pin? What organization does it represent?”*

*“Who else do you know here?”*

Ask to be introduced to others.

*In business situations*, everyone knows why they're there. You need to be prepared to ask one or two quick questions of each person you meet and to be able to explain what you do quickly and effectively. The goal is two-fold.

1. You want to learn if they're qualified for what you offer.
2. You want to learn what they offer.  
Their offering might be of benefit to you or your clients and you might agree to exchange referrals with this person, providing your products do not compete. Or, they may market to the same demographic group that you do and have some marketing or sales ideas to share.

## 2. Swap meet

The process of swapping leads with professional salespeople in non-competing industries.

1. Contact the manager or owner of a business you feel would provide the type of quality lead you're seeking.
2. Ask who the top salesperson is.
3. Tell them you want to send qualified buyers to that person.
4. Provide excellent service to the leads generated.

### 3. The gold mine in your newspaper

Cutting out and sending promotional material or complimentary notices to the people who will enjoy it most, ie. promotions, awards received, births, engagements, marriages, top salesperson, new to the area, etc.

*Good morning \_\_\_\_\_,*

*Congratulations! I saw you in the news. I am in business in the community and look forward to meeting you someday with the hope that we may discover mutual benefits for building a business relationship in the future. I will call to arrange a visit with you in the next month.*

### 4. Give seminars

Look into offering educational seminars through your local parks and recreation department, social clubs or through home owners associations.

### 5. Community

Select social, religious, or community organizations where you can achieve two goals. First, support and be active in a worthy endeavor and second, establish relationships with potential future clients for your offering.

What group in your community would you feel most comfortable being involved with? \_\_\_\_\_

## V. Making a Powerful, Positive Original Contact.

A. Your #1 goal when you meet a person is to help them \_\_\_\_\_  
\_\_\_\_\_, \_\_\_\_\_ and want to \_\_\_\_\_.

B. When contacting potential clients, always be aware of the presence of Mr. \_\_\_\_\_.

1. They are afraid of \_\_\_\_\_.
2. They are afraid of \_\_\_\_\_ a \_\_\_\_\_.
3. They are afraid of \_\_\_\_\_.
4. They are afraid of \_\_\_\_\_.
5. They are afraid of \_\_\_\_\_.
6. They are afraid of \_\_\_\_\_.
7. They are afraid because of a \_\_\_\_\_  
\_\_\_\_\_.
8. Their fears are often based on \_\_\_\_\_.
9. Their fears can be based on \_\_\_\_\_  
\_\_\_\_\_.
10. Their fears can be brought about by the use of \_\_\_\_\_  
\_\_\_\_\_. Nasty words are any word or phrases that trigger a past selling situation or remind them that you are in sales. It's sales jargon.

C. Upgrade your vocabulary by replacing common fear-producing words and phrases with non-fear-producing ones.

**Instead of:**

**Say:**

1. Cost or Price

---

---

*“Your total investment to begin realizing the benefits of debt consolidation is only \$\_\_\_\_\_.”*

2. Monthly Payment

---

---

Monthly Premium

*“Your monthly investment for all of the coverage we discussed is only \$\_\_\_\_\_.”*

3. Contract

---

*“Let’s just draft up our feelings on the paperwork to see if going ahead even makes sense.”*

4. Deal

---

*“You’ll be so thrilled to have taken advantage of this opportunity that is so good for your family’s financial future.”*

5. Sign

---

---

*“With your approval right here, we’ll welcome you to our family of happy clients.”*

6. Pitch

---

*“I’m confident that at the end of my presentation, you’ll be excited about what our company does for families like yours.”*

7. Objections \_\_\_\_\_

*"I can appreciate that area of concern."*

8. Prospect \_\_\_\_\_

*"It's always such a pleasure to meet with potential future clients like you, and I look forward to sharing with you all the benefits we have to offer."*

9. Customer \_\_\_\_\_

*"We serve thousands of families right here in the local community."*

10. Appointment \_\_\_\_\_

*"I was hoping to pop by and visit with you regarding something exciting our company is providing people in the area."*

D. Questions are the answer to getting the business.

1. **Tie-down** — a question at the end of a sentence that **demand**s a 'yes.'

a. "John, Mary, getting out of debt and saving more money just makes sense, \_\_\_\_\_?"

b. "You'll feel great knowing you've taken a step toward financial independence for your golden years, \_\_\_\_\_?"

2. **Alternate of choice** — a question with two answers. Either answer is a minor agreement leading toward the major decision. Best used for time of appointment, location and money amounts.

a. *“I have Wednesday or Thursday evening open this week. Which of these evenings would suit you best?”*

b. *“John and Mary, would you prefer the electronic transfer for your policy to be on the 1st of the month or the 15th?”*

3. **Involvement** — The involvement question is one clients must ask themselves after they get involved. It mentally throws them into the future and assumes they're going ahead.

*“John and Mary, when we meet again to review the solutions produced by your financial needs analysis, if the only thing missing to achieve your goals is enough income, would you be open to looking at a way to potentially increase your earnings?”*

4. **Piggybacking** — The biggest challenge most of us have is that our minds are so busy thinking about what we'll say next that we don't really listen to the answers potential clients provide. Piggybacking involves listening to what the other person says, then basing your next question on their answer.

## VI. Qualifying as to Their Needs and Motivations with the N.E.A.D.S. Formula.

- N** What do they have \_\_\_\_\_?
- E** What do they \_\_\_\_\_ most about what they have now? Past hot buttons are things they'll want to enjoy again or your plan will have to have something better.
- A** What do they want to \_\_\_\_\_ about what they have now? Our product, service or career opportunity should help them achieve what they'd like to alter.
- D** Who is the \_\_\_\_\_ - \_\_\_\_\_?  
*"If we are fortunate to structure a financial program that satisfies your needs, who other than yourselves would be involved in the final decision?"*
- S** *"As a representative of \_\_\_\_\_, I have the ability to research and analyze your needs to find the right \_\_\_\_\_."*

**Note:** The solution will be the natural result of a properly prepared and presented financial needs analysis.

## VII. Developing a Quality Sales Presentation.

Everything you say or do during the presentation is nothing more than preparation for the final \_\_\_\_\_ of the \_\_\_\_\_.

- A. A great presentation contains three vital elements. It must be:
1. \_\_\_\_\_ — They must feel they are receiving valuable knowledge that will benefit them.
  2. \_\_\_\_\_ — What is their motive for action?
  3. \_\_\_\_\_ — People have short attention spans. Humor or levity will keep them focused on your presentation.

B. Before potential clients can say 'yes' to any investment, they must be satisfied with three things:

1. History, story, facts for credibility.
2. Past track record of success.
3. The benefits they will receive.

**Remember:** They should hear you say you are proud to represent your firm.

*"John, I could have chosen to represent any one of several companies that market \_\_\_\_\_. I chose my company because I, personally, have benefited from its products. I firmly believe they are the finest available in today's marketplace, and I'm proud to be on their team."*

C. The visual aid presentation.

1. Selling is not a spectator sport. It's an \_\_\_\_\_ sport. Let clients participate physically by handing them things. Involve as many senses as possible.
2. Never hand them anything to read until it's time to read it.
3. Always keep at least \_\_\_\_\_ satisfied client letters handy.
4. Be aware of your \_\_\_\_\_ at all times. It creates feelings that build positive or negative results.

5. Develop \_\_\_\_\_ . Commonly known, but uncommonly used words that add excitement and build positive go-ahead emotions.

List 10 glamour words for your product.

- |                 |           |
|-----------------|-----------|
| 1. Unique       | 6. _____  |
| 2. Dynamic      | 7. _____  |
| 3. Unparalleled | 8. _____  |
| 4. _____        | 9. _____  |
| 5. _____        | 10. _____ |

6. Be careful of speech habits called \_\_\_\_\_ and \_\_\_\_\_.

7. Champions strive to become \_\_\_\_\_ - \_\_\_\_\_.

8. Handle interruptions \_\_\_\_\_. If you are interrupted during your presentation, you must re-start with a \_\_\_\_\_.

9. Develop the \_\_\_\_\_.

10. Never take down your visual aids until you've completed the entire presentation, tried all your closes, and are ready to leave.

## VIII. Learn to Love Concerns—the Rungs on Your Ladder to Success.

- A. Before you are given an area of concern to address, you are \_\_\_\_\_. After hearing it, you are \_\_\_\_\_.
- B. Concerns are the steps to the sale. If they don't object, challenge or fight, most often, they won't make a decision to own.
- C. Concerns literally define their main areas of interest and give you the feedback you need to structure your strategy toward the final close.
- D. You must isolate *conditions* versus *concerns*.
1. A condition is a valid reason for not going ahead. Commit to accepting only two: \_\_\_\_\_ or \_\_\_\_\_  
\_\_\_\_\_. In the case of selling life insurance, \_\_\_\_\_ may also be valid conditions.
  2. A concern is an invalid condition used as a \_\_\_\_\_  
\_\_\_\_\_ to slow down the buying pace or stall the final decision.
- E. Treat a condition like a \_\_\_\_\_. If it doesn't break down, go for quality introductions.
- F. Always try to \_\_\_\_\_ or shelve an objection until the end of the presentation.

*“Mary, I understand. And with your permission, I'd like to note your concern. But, I'd also like to continue with my presentation so you can see the value of what we have to offer and, you know what, we can just cover the money later. Would that be okay?”*

OR

*“I understand that you’re in no hurry, John, and that you’re only looking at this point in time. Let’s consider this presentation as an educational opportunity. Let’s proceed and show you what we can do for you so you’ll have a better understanding when making a comparison.”*

G. Isolate the final concern.

1. Never \_\_\_\_\_ or \_\_\_\_\_. Do ask the right questions to lead the customer to answer their own concerns.
2. Use turnaround statements and questions to help you eliminate or clarify the concern.
  - a. *“I \_\_\_\_\_ feel, John, however...”*
  - b. *“I can \_\_\_\_\_ your feelings, however...”*
  - c. *“I couldn’t \_\_\_\_\_ with you more, although...”*
  - d. *“Obviously, \_\_\_\_\_ mind \_\_\_\_\_ it with me?”*

H. Common concerns heard when marketing financial services.

**1. How long will it take?**

*“We are somewhat flexible. However, because I appreciate the value of your time, John, I’m confident a minimum of 30 minutes will be fine. If longer is required, that will be up to you. So can we settle on meeting tonight or is tomorrow night more convenient?”*

**2. How much will it cost me?**

*“Evaluating your current situation as to protection and investments does not cost you anything, Mary. How long has it been since you had a complete evaluation of where you are now in relation to where you want to be when you retire?”*

## IX. The Brass Ring—Closing the Sale.

A. Definition of closing - Professionally using a person's desire to own the benefits of your product. Then, blending your sincere desire to serve by helping a person make a decision that's truly good for them.

### B. Visual buying signs

1. Warming up
2. Leaning forward
3. Intently \_\_\_\_\_.
4. Asking if you would like \_\_\_\_\_ in the middle of your presentation
- 5.

### C. Verbal buying signs

1. Asking you to \_\_\_\_\_
2. Asking \_\_\_\_\_
3. Making \_\_\_\_\_
4. Making \_\_\_\_\_

### D. Test questions and trial closes.

*"John, how are you \_\_\_\_\_  
\_\_\_\_\_?"*

*"Mary, do you see why we are just so \_\_\_\_\_ about what  
this product is doing for our clients?"*

When the response is positive, say, *"Let's just draft up our feelings  
on the paperwork to see if going ahead even makes sense."*

E. The most critically important instruction in closing: When you ask your final closing question \_\_\_\_\_ !

F. Powerful closing strategies for financial services products.

1. "I want to think it over."

*"That's fine, John. Obviously, you wouldn't take your time thinking this over unless you were seriously interested, would you? So, may I assume you will give it very careful consideration? Just to clarify my thinking, what phase of this opportunity is it that you want to think over... (don't pause after the word 'over')... is it the quality of the service that I'll render? Is it something I've forgotten to cover? Seriously, please level with me, could it be the money? Or, possibly your hesitation to change?"*

Many times they'll say 'yes.' Handle the objection and begin re-closing.

2. "It costs too much."

*"Today, most things do, Mary. Can you tell me about how much too much you feel it is?"*

3. Reduction to the ridiculous.

Converting total or monthly amounts of money into daily amounts.

**Step #1:** Use the "it costs too much" close to get a fixed amount.

**Step #2:** Establish how many years they will benefit from the product.

**Step #3:** Divide amount by years to get the annual amount.

**Step #4:** Divide annual amount by 52 weeks per year to get the weekly amount.

**Step #5:** Divide weekly amount by 7 days to get the daily amount.

**YOU MUST KNOW YOUR MATH!!!**

#### 4. Oblique comparison

Comparing the daily amount to something they would do or give up doing to own the product.

*“John and Mary, you seem to really want the benefits of this plan. With the investment only being \$\_\_\_\_\_ per day more than you had originally hoped, what do you think you could do to come up with that extra \$\_\_\_\_\_?”*

#### 5. Similar situations

Relating an example of someone else who was in the same or similar position your future client is. The other person was hesitant, but made the decision to go ahead, and today is so happy she (or he) did.

After every sale, invest five minutes de-briefing yourself as to what worked, what didn't work, and what you said that was new and creative.

#### 6. The No Close

*“John and Mary, there are many salespeople in the world and they all have opportunities they're confident are good for you. And they have persuasive reasons for you to invest with them, haven't they?*

*You, of course, can say 'no' to any or all of them, can't you? You see, as a professional with \_\_\_\_\_, my experience has taught me an overwhelming truth. No one can say 'no' to me. All they can say 'no' to is themselves and their future \_\_\_\_\_. Tell me, how can I accept this kind of 'no?' **In fact, if you were me, would you let John and Mary say 'no' to anything so critical to their \_\_\_\_\_?**”*

## 7. The Buyers' Remorse Close

*“John, Mary, I really feel good about the decision you’ve made here today. I can tell that you’re both excited and somewhat relieved to be taking positive steps toward protecting your family’s present and future. There’s a truth that I want you to be aware of now that you’ve made your decision. From time to time, I’ve had people just like you who were so positive about the decision they’d made until they shared it with a friend or relative. The well-meaning friend or relative, not understanding all the facts, and maybe even being a little envious, would discourage them from their decision for one reason or another. This is so normal. If that happens to you, please realize those folks haven’t heard all the facts and discussed what we have talked about tonight regarding your feelings and your needs. So, please, John and Mary, don’t let this happen to you. In fact, if you think you might change your mind, please tell me now.”*

## G. Relieve pressure

1. *“I know you’re not really ready for this yet; however, what do you think about...”*
2. *“I don’t mean to be pushy...”*
3. *“I know you’re not interested at this point; however...”*

## X. Build a Long-Term Business By Keeping in Touch.

1. Send a Thank You note after purchase.

*Thank you for giving me the opportunity to offer you our finest service. We are confident you will be happy with your investment toward (benefit). My goal now is to offer excellent follow up service so you will have no reservation about introducing others to me who have similar needs as yours.*

2. Make a follow up phone call a short time after they've gotten involved.

*"Good morning, John, this is Tom Hopkins with \_\_\_\_\_. I'm just calling to ensure you're satisfied with your new financial plan and to see if I may answer any questions for you."*

If they have questions or concerns, get them handled. If they do not:

*"That's wonderful to hear. Then, you're happy with your decision?"*

*If you're like most people, who are excited about what we've done for them, you've probably told several people about it, haven't you?"*

*If you'll recall during our time together I asked if we provided the level of service you expected if you would introduce me to others who might have similar needs as yours. May I ask you now who you've talked to and maybe we can talk to them about their plan?"*

*What was their response?"*

*I'd be happy to help them determine if they have a need for a new plan just like I helped you. Would you mind letting me know how I might reach them?"*

3. Send Thanksgiving cards to every client you have served. Do not ask for referrals. Just send a note of gratitude for the opportunity to serve them.

*At this holiday season, there is no more appropriate time for us to say Thank You and to express to you and yours every happiness for this beautiful season and throughout the coming year.*

OR

*One of the real joys of the holiday season is the opportunity to say Thank You and to wish you the very best for the New Year.*

## X. A Day in the Life of a Million Dollar Producer.

1. Take your best shot \_\_\_\_\_.
2. Think, act, and picture yourself as a million-dollar producer.
3. Live by these words: *I must do the most \_\_\_\_\_ thing possible at every given moment.*
4. Make yourself do the things you previously didn't want to do.
5. Get out into the \_\_\_\_\_! The death of a salesperson is having no one to talk to.
6. Learn how to \_\_\_\_\_ when you face challenges.
7. Develop your sense of \_\_\_\_\_ for others. Love people and use money rather than using people and loving money.
8. Realize *success* comes after the word \_\_\_\_\_ in the dictionary.
9. Learn how to make other people feel \_\_\_\_\_.
10. Guard your mind against \_\_\_\_\_. If one person says, "I can do it," and another says, "I can't do it," they're both right.
11. Commit to new \_\_\_\_\_ and \_\_\_\_\_.
12. Admit that no one holds you back \_\_\_\_\_.

I wish you greatness! Tom Hopkins



## **Thank You Notes for Financial Services**

1. Thank you after telephone contact  
Thank you — for talking with me on the telephone. In today's fast-paced world, time is precious. You can rest assured that I will always be respectful of the time we share as we discuss the possibilities for achieving financial independence.

2. Thank You after in-person contact  
Thank you — it was a pleasure meeting you and my "thank you" is for the time we shared. We've been fortunate to serve many happy clients, and it's my wish to someday be able to serve you. If you have any questions, please don't hesitate to call.

3. Thank you after initial presentation  
Thank you — for giving me the opportunity to evaluate your financial needs. We believe that quality, blended with excellent service, is the foundation for a successful business. If you have any questions about what we discussed before we meet again, please contact me.

4. Thank you after purchase  
Thank you — for giving me the opportunity to offer you our finest service. We're confident that you'll be happy with the financial program we provide. My goal now is to offer excellent follow-up service so you'll have no reservations about referring others to me who have similar needs as yours.

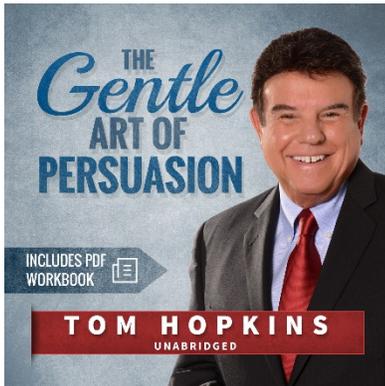
5. Thank you for a referral  
Thank you — for your kind referral. You can rest assured that anyone you refer to me will receive the highest degree of professional service possible.

6. Thank you after final refusal  
Thank you — for investing time to consider letting me serve you. I sincerely regret that your immediate plans do not include getting involved. However, if you need further information or have any questions, please feel free to call. I'll gladly keep you posted on new developments and changes that may benefit you.

7. Thank you after they don't get involved, but offer to give you referrals  
Thank you — for your gracious offer to give me referrals. As we discussed, I'm enclosing three of my business cards, and I thank you in advance for placing them in the hands of three of your friends, acquaintances or relatives that may benefit from our services. I'll keep in touch and be willing to render my services as needed.

8. Thank you to anyone who gives you service  
Thank you — it's gratifying to meet someone dedicated to doing a good job. Your efforts are sincerely appreciated. If my company or I can serve you in any way, please don't hesitate to call.

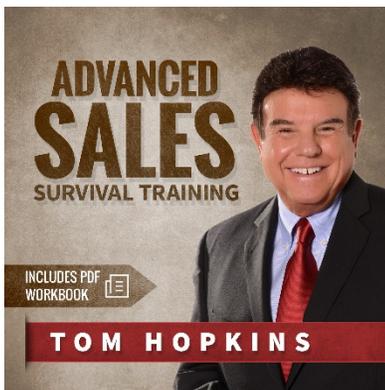
## More Great Audio Programs from Tom Hopkins



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

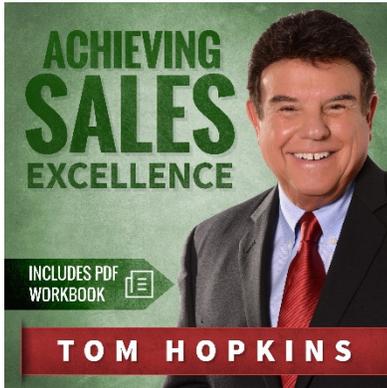
In this program you will discover that 98% of success in life depends on your success in conversations.



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.

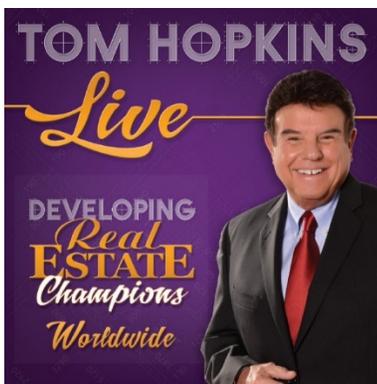
Tom's survival training will help you discover The Dirty Dozen - twelve daily stressors that can drag you and your profits into the mud.



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

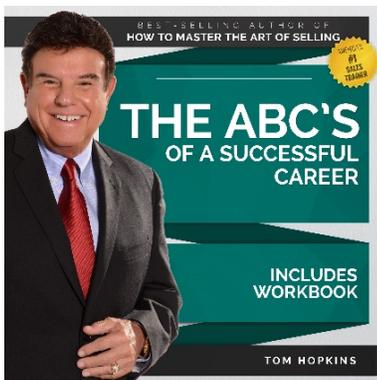
Tom's exclusive program will put 40 years of experience into your selling game in just a few hours!



*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!