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How to Master the Art of Selling

By: Tom Hopkins

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After he learned the world's best sales techniques, Tom Hopkins applied his new skills and earned more than one million dollars in just three years. Now, in this fully updated and revised edition of the million copy seller, Hopkins shows how you can succeed in the profession of selling. Learn how to create the perfect selling climate, Specific questions and tie-downs, Referral and non referral prospecting, How to "sell" the most important people you know, Effective phone techniques, How to finesse the first meeting, How to handle objections and what to do when you hear the word "no", How to test different closes and master sixteen powerful closes, How to plan for greatest selling impact. And he shows you how his great selling techniques can be yours!

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