

Mastering the Art of Selling (Live)



Turn the art of selling into a simple science using the proven tried-and-true techniques of the nations top sales champion, Tom Hopkins. In this live presentation, Tom helps you master the art of selling by presenting: Effective questions that persuade people to buy Clients 10 most common money-spending fears and how to relieve them Substitutes for eight fear-producing words that make people feel uncomfortable Five ways to make a great first impression Tips on the art of closing the sale. Tom Hopkins is a sales legend. He has personally trained over three million students on five continents. He has shared the stage with some of the great leaders of our time, including Norman Schwarzkopf, former President George H. W. Bush and Barbara Bush, Secretary of State Colin Powell, and Lady Margaret Thatcher. Tom is the author of 12 books, including How to Master the Art of Selling and Selling for Dummies.

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