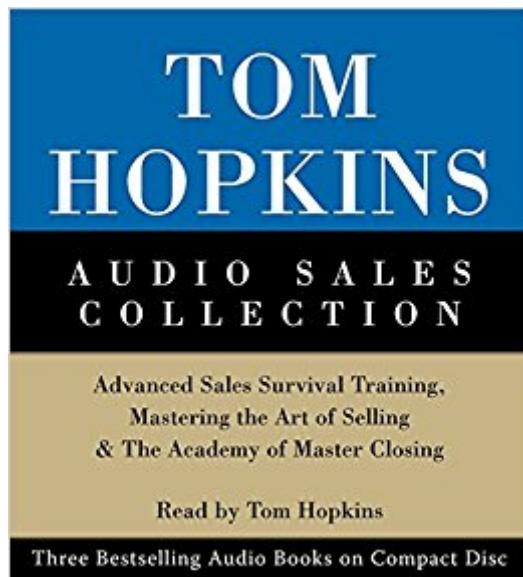


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# Tom Hopkins Audio Sales Collection



## **Synopsis**

This collection includes three of Tom Hopkins' most successful audio books: Mastering the Art of Selling is a classicâ "whether you're a seasoned pro or just starting out, Mastering the Art of Selling's five essential steps to selling are guaranteed to give you the edge you need to excel. The Academy of Master Closing covers the most crucial aspect of selling: closing the sale. This power-packed audio gives you the same secret closing techniques that Tom Hopkins teaches in his overwhelmingly successful seminars. Advanced Sales Survival Training shows how to relieve stress, communicate better with your clients, restore balance to your career, and enjoy yourself as you are on your way to increasing your overall effectiveness, and your profits!

## **Book Information**

Audio CD

Publisher: HarperAudio; Abridged edition (August 20, 2002)

Language: English

ISBN-10: 006051471X

ISBN-13: 978-0060514716

Product Dimensions: 0.2 x 5.5 x 5.5 inches

Shipping Weight: 3.2 ounces (View shipping rates and policies)

Average Customer Review: 4.2 out of 5 stars 116 customer reviews

Best Sellers Rank: #83,511 in Books (See Top 100 in Books) #2 inÂ Books > Books on CD > Business > Sales #16 inÂ Books > Books on CD > Biographies & Memoirs #24 inÂ Books > Books on CD > Business > General

## **Customer Reviews**

Tom Hopkins was a millionaire by the time he was twenty-seven. He began his career as a real estate agent (failing miserably and earning \$42 a month). After investing his last few dollars in a sales training seminar, Tom quickly rose to the nation's number one sales positionâ "setting records that still stand today. Believing sales people are made, not born, Tom has dedicated his professional life to training and inspiring people to achieve their highest potential. Tom Hopkins was a millionaire by the time he was twenty-seven. He began his career as a real estate agent (failing miserably and earning \$42 a month). After investing his last few dollars in a sales training seminar, Tom quickly rose to the nation's number one sales positionâ "setting records that still stand today. Believing sales people are made, not born, Tom has dedicated his professional life to training and inspiring people to achieve their highest potential.

In everyday life, you are selling. It doesn't matter if you are trying to convince your boss, or your spouse, of an idea or product, you are selling. And Tom Hopkins is a master. He teaches you how to get your points across without being pushy or overbearing, and how to overcome objections. The only way his principles do not work, is because you are not using them. I highly recommend buying this whether you think you are in sales or not.

I like the way Tom talks here about what worlds no to say and what to say when you selling any products. Very helpful and I will buy Tom Hopkins video or book again. I will also tell you to buy the master closing book. I read lots of selling strategy, and I fund that one of the best book is the secret of master closer because it tell you the different between order taker, customer service and closer, very good book on closing the deal.

I've listened to this CD several times, and it's the type of instruction meant to be used that way. A lot of this material doesn't come naturally to me, so repetition helps me. Hopkins strips out the elements of a sale to the basics, describing each phase. He gives countless tips and tells stories that add meaning to technique. This is no short cut to success, but more like a straight path to work along. I think anybody can benefit from the teachings in this book.

As advertised. Happy with purchase.

The most comprehensive yet quick "sales" audios to date. Toms great and his history shows it, tie this together with books like "Leader within you" and/or Beyond Positive thinking and watch the productivity go up, better helping you to help THEM.

Great

They are really good

Not worth buying even though it is cheap. 2 of the discs I got almost nothing out of. His discussion of the "closing mood" was weird. He compared it to dating and discussed ambiance and other things that might be applicable in some sales but never anything I've sold. One disc did have a small amount of basic info. I like Tom and his Master The Art of Selling is an all time classic - save your

money from this and invest in that.

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