



Presents



BECOMING A SALES PRO

**The Best of Tom Hopkins,
The Builder of Sales Champions**



The Phoenix Bird is our logo. Legend tells of a magnificent bird rising from the ashes and ruin into a brilliant, multi-hued future of prosperity and tranquility. I have dedicated my life to training and inspiring salespeople who, like the Phoenix bird, strive to fulfill their highest potential.

Tom Hopkins

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About Tom Hopkins

Why is Tom Hopkins qualified to teach you how to sell?

Tom Hopkins wasn't born to wealth and privilege. He was a mediocre student and began his work life in construction carrying steel. At the age of 19, he was married with a child on the way and trying to find a better way to support his young family.

Since he wasn't afraid of meeting new people and was known to be somewhat talkative someone suggested he try selling. After looking around at the people who were dressed well and driving new cars, he decided on the field of real estate.

At the time, real estate was considered an old man's profession. There weren't many women in the field and certainly no teenagers. It took Tom several tries to pass his licensing exam, but he eventually succeeded.

The next hurdle was to find someone to hire him. Visiting real estate offices around town on his way home from his construction job, Tom quickly learned the negative impact of the first impressions he was making.

Eventually, one office manager took pity on him and gave him a job. Tom was instructed to show up at the next office meeting in a suit—not his construction clothes. There was only one challenge, Tom didn't own a suit. He did, however, have a uniform from a band he had been in during high school.

When he arrived at the office meeting, the manager stopped and stared. So did everyone else in the room. Then he heard the manager say, "If that kid in a band uniform can make it in this business, the rest of you better be getting rich!"

Tom's first six months in real estate were anything but successful. He had sold only one home and averaged \$42 a month in income. He was down to his last \$150 in savings when a man came into the real estate office promoting a three-day sales training seminar with J. Douglas Edwards. Tom hadn't yet heard of either "sales training" or Mr. Edwards. He decided to invest his last bit of savings in the program.

Not only did the light of understanding dawn on Tom that selling is a learned skill, he was so inspired by Mr. Edwards' training that he became an avid

student. He attended seminars, read books on selling and even invested in some vinyl records on self-improvement.

Tom applied everything he learned and by the time he turned 27, he was a millionaire salesperson in real estate. He set records that remained unbroken until this century. His last year as a real estate agent, he sold 365 homes—the equivalent of one each day. Grand total, he closed 1,553 real estate transactions in a period of six years.

Then, Tom faced his next hurdle. As much as he loved meeting people and talking with them one-on-one, speaking from stage brought back bad memories of a failed performance in a 1st grade play. However, when he received the many awards he earned and loved, he was often asked to give speeches. Not knowing how to write a speech, Tom started talking about what he did to earn the award—how he sold homes. Everyone wanted to know how he did it so they could do it, too.

Tom turned to J. Douglas Edwards who by this time had become Tom's mentor. Mr. Edwards said, "You must do what you fear most in order to control your fear." Taking that message to heart, Tom soon became a dedicated student of public speaking and teaching. Seeing the light of understanding dawn on the faces of those who heard his message created a burning desire in him to help as many people as possible to learn how to sell professionally and a new career was born.

Tom taught pre-licensing courses in the field of real estate first. He also taught courses on how to get started in the business. Eventually, this evolved into his current sales training career where he is recognized as America's #1 Sales Trainer and The Builder of Sales Champions.

Tom Hopkins understands both sides of the selling equation. He understands the fears of both buyers and salespeople. Buyers don't want to be "sold" anything. Salespeople fear failure. The selling skills and strategies that Tom Hopkins teaches today reflect an understanding of how to communicate with buyers so they feel confident in making good decisions about the products and services they own. They also are taught in such a manner as to be entertaining and memorable by the sales professionals who seek them out.

[View Tom's other sales training materials now.](#)

CD 1 – Making a Commitment to Excellence

TRACK 1

“I hereby commit to using Tom’s 5-step learning process for increased income. I hereby commit to positive self-talk, reading Tom’s affirmations for 21 consecutive days and reviewing this workbook a minimum of once each day until all this material is internalized so I can increase my income, self-image and overall position in life.”

Approval: _____

TRACK 2

Champion Salespeople Begin Their Training Here

Step #1 – Impact

Consciously _____, _____, _____, and _____ the techniques.

Step #2 – Repetition

You must hear, write, read and say the techniques _____ times to get 62% retention.

Step #3 – Utilization

Consciously making myself _____.

Step #4 – Internalization

When the techniques and strategies are transferred to my product, then they become a natural _____.

Step #5 – Reinforcement

Go back to basics _____ every year.

Example: Tom, _____
_____.

TRACK 3

The Primary Tool in a Low Profile Approach Are Your Words and Your Presence

The greatest destroyer of sales: _____

1. Your buyer is initially afraid of _____.
2. Your buyer is initially afraid of making a _____.
3. Your buyer is initially afraid of being _____.
4. Your buyer is initially afraid of _____.
5. Your buyer is initially afraid of losing _____.
6. Your buyer is initially afraid of the _____.
7. Your buyer's fear is based on bad _____.
8. Your buyer's fear is based on _____.
9. Your buyer's fear is based on _____.
10. Your buyer's fear is increased by _____. Any word that triggers a selling situation.

TRACK 4

Nasty Words You Will No Longer Use

1. Commission _____
2. Cost or Price _____
3. Down Payment _____
4. Monthly Payment _____

- 5. Contract _____
- 6. Buy _____
- 7. Sell or Sold _____
- 8. Deal _____
- 9. Sign _____
- 10. Pitch _____
- 11. Problem _____
- 12. Objections _____
- 13. Cheaper _____
- 14. Customer _____
- 15. Looker _____
- 16. Prospect _____
- 17. Appointment _____
- 18. Back Order _____

CD 2 - The Dirty Dozen Stressors

TRACK 1

1. Guilt
2. Rejection
3. Disappointments

TRACK 2

4. Fear
5. Schedules
6. Procrastination
7. Quotas
8. Deliveries
9. Customer stalls
10. Peer attacks

TRACK 4

11. Cancelled appointments
12. Living life out of balance
 - a. F
 - b. E

c. P

d. S

The result of stress overload is _____.

CD 3 - The Fundamentals of a Professional Salesperson

TRACK 1

1. Prospecting
 - a. Non-referral
 - b. Referral
 - c. Telephone
2. Original Contact
3. Qualification – establishing what their true NEEDS are.
4. Presentation
5. Handling Objections
6. Closing the Sale
7. Get Referrals

TRACK 2

Take a Daily Dose of Vitamins

A

B

C

D

E

TRACK 3

Prospecting Your Way to Riches

The Fall in Love with “No” Formula

1 Closed Sale = \$_____

5 Contacts = 1 Closed Sale

1 Yes and 4 Rejections

Thus, each no = \$_____

TRACK 4

Non-Referral Prospecting Techniques

1. The itch cycle – Calculating the length of time your product or service turns over and going after new business.

TRACK 5

2. Orphan adoption – Contacting the customers who have purchased your product from a salesperson who is no longer with your firm.

TRACK 6

3. Newspaper – Cutting out and sending promotional material or complimentary advertising to the people who will enjoy it most.

“Congratulations! I saw you in the news. You should be very proud of your achievement. I am in business in the community and look forward to hopefully meeting you in the future.”

TRACK 7

4. Business card – Always write the words *Thank You* on the front of your business cards.

“May I give you my card? You might note that I wrote thank you on it and I guess I’m thanking you in advance for hopefully the opportunity to someday serve your _____ needs.”

CD 4 - The Art Form of Getting Referrals

TRACK 1

Step #1 – Isolate faces for them to see. Look for small groups of people they know.

“John, Mary, I’m really happy for both of you. I can see your excitement with this investment. John, let me ask you, do you participate in any sport, hobby or group activity?”

“That’s great. When you were _____ last week, was there anyone in your group who either mentioned an interest in an investment like this or who you feel might be as excited with one as you and Mary seem to be?”

Step #2 – Write the referrals’ name on a 3X5 card. Step #3 – Ask qualifying questions.

“John, you see (referral) every week, so you must know him pretty well, don’t you? Where does he work? Does he have a family?”

Step #4 – Ask for the address.

“Do you have some idea of (referral’s) address, or do you have his phone number?”

Step #5 – If the address isn’t known, get the phone book.

“I’m going to ask you a favor. Would you mind looking up the address for me?”

Step #6 – Ask them to call and set the appointment.

“When I Have new owners who are happy with their new _____ call one of their friends and tell them about it, that friend often wants me to show them one like it. Would you mind giving them a call?”

Step #7 – If they show nervousness ore refuse to call, ask if you can use their name when you call the referrals.

“I understand. May I ask this? Would you mind if I just use your name when I call them?”

TRACK 2

Original Contact

A. There's never a second chance for a good _____.

1. Smile.
2. Look in their eyes.
3. Repeat name _____ times.
4. Be careful about the _____.

TRACK 3

The Lost Art of Effective Listening

A good conversationalist is little more than a good _____.

Negative Listening Habits

vs.

Positive Listening Habits

1. Lack of eye contact

2. Distraction

3. Reading

4. Note taking

5. Interrupting

6. Fidgeting

TRACK 4

Body Language

Reading it –

1. Basic body types
 - a.
 - b.
 - c.
 - d.
2. “Increasing interest” body signs
 - a.
 - b.
3. “Decreasing interest” body signs
 - a.
 - b.

CD 5 – Qualification

TRACK 1

- N What do they have _____?
- E What do they _____ most about what they have now?
- A What would they _____ about what they have now?
- D Who is the _____ - _____?
- S “As a _____ representative, I have the ability to research and analyze your needs to find the right _____.”

TRACK 2

Presentation/Demonstration

- A. The presentation is nothing more than the preparation for the _____.
- B. We control the presentation with _____.
1. Tie-Down – A question at the end of a sentence that demands a “yes” response.
 2. Alternate of Choice – A question with two answers. Either answer is a minor agreement leading towards the major decision.
 3. Porcupine – Answering a question with a question and writing the answer on your paperwork.

TRACK 3

C. The major steps to any good presentation.

1. Always establish rapport.

- a.
- b.
- c.
- d.

2. Use an introductory statement to get down to business.

“Let me begin by thanking you in advance for the time we’ll share. I hope we can consider this meeting _____ meaning my job is to analyze your needs and show you how we at _____ can _____.”

3. Permission to make notes.

“Over the years I’ve found it very beneficial to make notes during conversations so I can do a better job of helping people. Would you be offended if, while we talk, I make a few notes?”

CD 6 – Presenting Benefits and Overcoming Objections

TRACK 1

4. Present benefits.

a.

b.

c.

5. You must thoroughly _____ the _____.

6. Test close – a question that tests them as to how they feel about going further.

“If going ahead makes sense, should we train one of your people or the entire staff?”

“John, how are you feeling about all of this so far?”

“John, do you see why we’re so excited about what we’re doing for families/companies?”

7. Handle stalls and objections.

TRACK 2

How to Handle and Overcome Objections

A. A professional salesperson must learn to love objections. Before you’re hit with an objection, you are telling. After you are hit with an objection, you are selling.

1. Objections are the steps to the sale. If they don’t object, challenge or fight, most often, they won’t buy.

2. Objections define their areas of interest and give you the feedback you need to structure your strategy toward the final close.

3. You must qualify to isolate conditions versus objections.
 - a. A condition is a valid reason for not going ahead. Commit to accepting only two _____ or _____.
 - b. An objection is an invalid condition used as a defense mechanism used to slow down the buying pace or stall a final decision.
4. Treat a condition like an objection. If it doesn't break down, go for referrals.
5. When isolating the objection, never _____ or _____. Do ask the right questions to lead the customer to answer their own objections.

TRACK 3

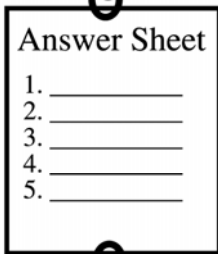
B. The steps to handling the final objection



6. _____ . Mentally take them elsewhere with _____ .



5. _____ . "Now that settles that, doesn't it?"



4. _____ .

3. _____ . "Do you consider that area of concern critical in arriving at a final decision?"



2. _____ . Ask them to elaborate.



1. _____ . Always try to bypass objections until the end of presentation. Example: "I understand how you feel. With your permission can I note that as an area of concern and cover it at the end of my presentation?"



TRACK 4

C. The History Readback objection handler – When they're working with the competition and say they aren't interested in changing.

Step #1 – Determine what they're using now.

Step #2 – Ask if they're satisfied.

Step #3 – Determine how long they've been using that company.

Step #4 – What did they do before started using that company?

Step #5 – How long has the decision-maker been in that position?

Step #6 – Determine if they are the person who made the past decision.

Step #7 – Acknowledge the amount of research and analysis they did before making that decision.

Step #8 – Determine what the main benefit was they were looking for back then.

Step #9 – Again, ask if they're satisfied.

Step #10 – Question: *"Tell me, since you received greater performance by considering and then making a change three years ago, why should you deny yourself the opportunity to repeat the process? Your research then led to greater profits. You did it once, so the possibility must exist that you can do it again, don't you agree?"*

TRACK 5

Communication Strategies

1. Intensify buying desire by using emotionally-charged words. These are commonly known, but _____ used that add excitement to the presentation.
 - a) dynamic
 - b) exciting
 - c) fabulous
 - d) tremendous
 - e) outstanding
 - f)
 - g)
 - h)
 - i)
 - k)

2. Handling anticipated objections

a.

b.

c.

CD 7 - Low Profile Selling at Its Finest

TRACK 1

A. Learn to be an _____ instead of an _____.

What do salespeople really do when they consummate sales?

1. Help client _____ a decision they want to make.
2. Help clients head off _____.
3. Help clients deal with their _____.
4. Help clients overcome _____ and _____.

B. the skill of obtaining favorable responses.

C. How to handle stalls or negative response.

D. Three gentle ways of relieving pressure.

- 1.
- 2.
- 3.

TRACK 2

The Power Closes of the Great

TRACK 3

1. The “It costs too much” Feedback Close

“Today, most things do. Can you tell me about how much ‘too much’ you feel it is?”

2. The Reduction to the Ridiculous Close – Converting total or monthly amounts of money into daily amounts.

Step #1 – Use the feedback close to get a fixed amount.

“Today, most things do. Can you tell me about how much too much you feel it is?”

Step #2 – Establish how many years they will enjoy the product or service.

Step #3 – Divide amount by years.

Step #4 – Divide annual amount by 52 weeks per year.

Step #5 – Divide weekly amount by 5 to 7 days.

YOU MUST KNOW YOUR MATH!

TRACK 4

The “I want to think it over” Close

“That’s fine, Mr. Johnson. Obviously, you wouldn’t take your time thinking this thing over unless you were seriously interested, would you? I mean, I’m sure you’re not telling me that to get rid of me. So, may I assume that 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 I’ll render? Is it something I’ve forgotten to cover? Is it the color? Seriously, please level with me. Could it be the financial aspects?”

TRACK 5

3. The Business Productivity Close

“What I am offering is not just a _____. It’s a boost in employee morale. Haven’t you noticed that anything new increases job interest and excitement? Excitement increases morale. Morale increases productivity and what is productivity worth?”

TRACK 6

4. The “I can get it cheaper somewhere else” Close

“That may well be true, Mr. Johnson. And, after all, in today’s economy, we all want the most for our money. A truth that I have learned over the years is that the lowest price is not always what we really want. Most people look for three things when making an investment: 1. the finest quality, 2. the best service, and 3. the lowest price.

I have never yet found a company that could offer all three—the finest quality and the best service for the lowest price. I’m curious, Mr. Johnson, for your long-term happiness and enjoyment, which of the three would you be most willing to give up? Fine quality? Best service? Or, the lowest price?”

TRACK 7

5. The Best Things in Life Close

“Isn’t it true that the only time you’ve ever really benefited from anything in your life has been when you said yes instead of no? You said yes to your marriage (optional: and I can see how happy you are.) You said yes to your job, your car—all the things that I’m sure you truly enjoy. You see, when you say yes to me, it’s not really me you’re saying yes to, but what our (product/service) has to offer. Based on this truth, it just makes sense to say yes, doesn’t it?”

TRACK 8

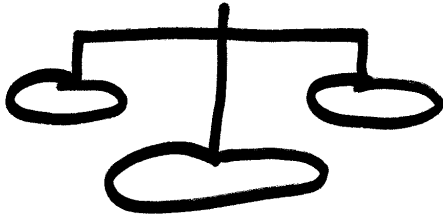
6. The “No” Close

“Mr. & Mrs. Johnson, 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 Mr. & Mrs. Johnson say ‘no’ to anything so critical to their _____?”

TRACK 9

7. The Fact-Weighing Scale Approach

"I understand how you feel and weighing the facts before making a decision makes a lot of sense. In fact, when I'm in this type of situation, I use a method called the 'fact-weighing scale' approach.



Here's how it works: First, we draw a scale. On the left side of the scale, we pile up, just like small weights, the reasons you feel it makes good sense to go ahead. On the right side of the scale, we pile up the reasons you feel are against it. When we are finished, the decision will be weighed. Let's try it, ok?

(Go for a minimum of six reasons for the decision.)

"Now, what are the weights you feel are against the decision?"

(Don't help on the right side.)

"Let's see what we've got. On the left side, we have six heavy reasons why you should go ahead. On the right side, we only have two against. So the answer is rather obvious, isn't it? By the way, I know you will be happy that we took the time to do what you wanted to do, which was to weigh the facts."

CD 8 – Effectively Using the Telephone

TRACK 1

The new generation of selling demands a thorough understanding of the use of a telephone.

1. Incoming inquiry –
 - a. What's the prospect's attitude in calling you?

 - b. What do average salespeople do when they get an incoming call?

 - c. Which callers are the toughest to control?

 - d. What is the goal of the professional?
 - 1.
 - 2.
 - 3.
 - e. Preparation prior to answering the telephone.
 - 1.
 - 2.
 - 3.
 - 4.
 - f. What is the prospect's primary motivation in calling you?

TRACK 2

g. Champion techniques for handling the telephone.

Step #1 – Your voice creates an image. Always smile when answering the phone.

“Good morning, Champions Unlimited. How may I help you?”

“I’m calling about your ad in today’s paper for the _____.”

Step #2 – Acknowledge the caller’s interest.

“Yes, sir. That’s one of the finest _____ we carry. May I please place you on hold a moment while I check its availability? By the way, do you have a paper and pen handy to write down the details? Fine. I’ll be right back with you.”

Step #3 – Remove from hold after 17 seconds and close for name and number.

“Thank you for waiting. My name is Tom Hopkins. May I ask who’s calling, please?”

Step #4 – Take command. Repeat the person’s name immediately.

“Yes, Mr. Brown, may I ask what appealed to you in this ad?”

“Well, it sounds pretty good, but I have some questions about it.”

Step #5 – Your goal is to move for the right to make a presentation.

“What’s the price?”

“Our pricing is flexible depending on certain options and different types of financing arrangements. We find we can best serve our clientele by analyzing their specific needs, which I’m available to do today, or would tomorrow be better?”

“Listen, I just want the price.”

“Our experience has taught us that to give the most competitive price, we have to do some fact finding. Would you be available to come by our location or could I pop by to visit you?”

OR

“My manager has asked that we don’t just give out our prices on the phone because many of our competitors call for that information. We

prefer to save our finest values for our customers. I'm available to meet with you today to share this information or would tomorrow be better?"

TRACK 3

2. A Champion's commitment to outgoing prospecting calls.

Goal Sheet

	Year	Month	Week	Day
Income Goal				
# of Sales				
# of Presentations				
# of Contacts				

- a. Outgoing call phraseology

"Hello, my name is Tom Hopkins and I'm in business in the community. I'm calling regarding your telephone system. Who in your company is responsible for that? By the way, who am I speaking with, please?"

"This is Ann."

"Thank you, Ann. I really need your help. Who in your company would I talk to regarding the telephone system?"

"Well that would probably be Jane Smith."

"Can you get me in touch with Ms. Smith?"

- b. If you know the decision-maker: *"Put me through to Jane Smith, please."*
- c. If you are asked to leave a message, *"I'm in and out a good bit during the day, and I'm sure he/she is very busy. Rather than have him waste time trying to reach me, I'll just call back. Please"*

leave a message for him though that...(name and major benefit to build curiosity)."

- d. *When you finally get through to the decision-maker, "Mr. Jackson, I've heard nothing but glowing remarks about your company's ability to handle _____. Obviously, your company has an interest in taking a large share of the marketplace. Our product/service helps companies do just that. Because I plan to be in your area this week, I was hoping I could just pop by, meet you and leave my card."*

"What are you selling?"

"I'm not really selling anything. I just help companies get involved in ways to be more competitive and I really can't even discuss it on the phone. Please. There's no way I can tell you right and no way I can show you wrong"

TRACK 4

Other Types of Communication

- A. Send hand-written thank you notes.
- B. Send funny comics.
- C. Vacation post cards.

CD 9 - Enthusiasm and Motivation

TRACK 1

A. The common denominator of all successful people is they develop the daily habit of doing the things failures refuse to do because they have changed their attitudes toward failure.

B. The Attitudes Toward Failure

1. I never see failure as failure, but only as a learning experience.
2. I never see failure as failure, but only as the negative feedback I need to change course in my direction.
3. I never see failure as failure, but only as an opportunity to develop my sense of humor.
4. I never see failure as failure, but only as an opportunity to practice my techniques and perfect my performance.
5. I never see failure as failure, but only as the game I must play to win!

TRACK 2

Champion Creed

I am not judged by the number of times I fail, but by the number of times I succeed. And the number of times I succeed is in direct proportion to the number of times I can fail and keep trying.

TRACK 3

C. How to keep your enthusiasm.

- 1.
- 2.
- 3.
- 4.
- 5.

TRACK 4

The 7 C's of Customer Service

1. Concern
2. Competence
3. Courtesy
4. Creativity
5. Commitment
6. Composure
7. Consistency

TRACK 5

Make a Commitment to Develop the Daily Habits of a True Champion

- A. Operate like a _____. Take care of _____. Each and every night, write down the _____ most important things you must do the next day.
- B. Don't take _____ personally.
- C. Keep a high level of energy by using _____ - _____.
"I will win. Why? I'll tell you why. Because I have faith, courage and enthusiasm."
- D. Don't allow _____ thinking.
- E. Alleviate stress by _____, _____,
_____ and _____.
- F. Do what you _____ most and thus you'll control fear.
- G. Overcome procrastination by vowing to _____!
- H. In everything you do, keep _____, _____ and _____ as the foundation of your business.

Thank you for giving us the opportunity to assist you with your successful selling career!

As you continue to grow in your business, consider registering for a free subscription to our monthly Champion newsletter. Subscribe at <http://www.tomhopkins.com>.

If you find the print material helpful in your study of the profession of selling, take a look at some of the 14 books authored by Tom Hopkins. They can be found on our web site. Most are also available on Amazon.com. Many are fully indexed to help you find just the right content when you need it.

For visual learners, visit <http://www.tomhopkinsvt.com> for a demo of Tom's video sales training content. Tom Hopkins VT is a subscription service that allows you access to all of Tom's videos via online video streaming.

We are constantly seeking new and innovative ways to assist our students. If you have an idea that you think would be beneficial that you'd like to share, please contact us at info@tomhopkins.com.

A handwritten signature in black ink that reads "Tom Hopkins". The signature is written in a cursive style with a large, stylized "T" and "H".