



How to Master the Art of Selling In Under 50 Minutes: Summary of Tom Hopkins' Best-Selling Book

Tom Hopkins

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In order to achieve great success in the field of selling, you need product knowledge, people skills, and discipline. Your company provides product knowledge and gives you an idea of who your ideal clients will be. You provide your own discipline to learn the ropes, be well-organized, and treat your clients well. Tom Hopkins teaches you the people skills aspect of selling.

Tom Hopkins is a master sales trainer, and an authority on the subject of selling. He has authored 18 books on the subjects of selling and success. Nearly three million copies of his books have been purchased and read by those who are serious about their selling careers. Tom has also personally instructed over five million sales pros on five continents through live events.

Learn the **psychologically-sound fundamentals** of a career in selling including: the right words to use; how to get referred leads; where to find new business; the types of questions to ask in order to get the answers you need; and exactly what to say to close sales.

This abridged version of Tom's textbook-size *How to Master the Art of Selling* is an ideal starting point for anyone who is new to sales. It's a great refresher for a sales veteran, too. The more nuances of selling you are aware of, the more opportunities for success you will create. Learn the most-effective selling strategies of the last 40 years by reading this book.

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