



BOOT CAMP SALES MASTERY

THURSDAY, AUGUST 25 - SATURDAY, AUGUST 27, 2011

INTERCONTINENTAL MONTELCUCIA RESORT & SPA, SCOTTSDALE



“Back to

*“The world as a whole
is better off because of
salespeople. We help people
find ways to have more,
be more and do more with
their lives and businesses.”*



the Basics”

*“There is no passion to be found playing small - in settling for a life that
is less than the one you are capable of living.”*

– Nelson Mandela

Are you achieving the success of your dreams in your selling career?
Or, are you still dreaming of a level of success that eludes you?

Statistics have proven that a high degree of success involves being at the right place at the right time with the right skills. Boot Camp Sales Mastery is an event where you sharpen your skills and enhance your level of preparedness. When you're prepared, you see things in a different light. Fears that have held you back or stopped you in your tracks are washed away...and replaced by confidence and creativity.

When striving for greatness, there's no better strategy than to be proactive. There will never be a better time than now to invest in your mind and sharpen your selling skills.

Let me show you how to build (or re-build) your current sales presentation into a powerful and winning sales process.

Tom Hopkins

“For the last decade, avoiding the truth and making excuses for not attending probably has cost me over a million dollars in earnings. Whoever says they can't afford to come to Boot Camp truly can't afford to miss it!”

**Sean Ragland, World Financial Group
Laguna Hills, California**



The Truth About Selling Fundamentals

Great salespeople, like great athletes, simply perform the basics very well. If you don't have a solid foundation on which to build your career, how strong can it grow to be? There's no better resource for mastering the fundamental practices and nuances of the selling profession than with Tom Hopkins, America's number one how-to sales trainer. Over four million sales professionals on five continents have turned to Tom to boost (or even launch) their selling careers. If you're not happy with your current sales volume, you're not alone. Shorten your learning curve while learning the secrets that top producers - those who make money no matter what the global economy does - already know and use. In just three days, you can master the skills that will make you a top sales performer.

The Right Place At The Right Time

Boot Camp Sales Mastery is an event where lives are changed, sales teams are re-charged, and businesses learn not just how to survive but to thrive. This three-day, high-intensity program is offered only once a year in Scottsdale, Arizona. Come learn what's working now in selling. Meet other like-minded professionals who love the profession of selling and are dedicated to serving their clients well. **There has never been a better time than now to prepare for increased profitability for you and your company.**

Click to **REGISTER NOW!** or call **800-528-0446**



What You Will Learn

Proven-Effective Selling Skills Strategies That Work in Every Business, Every Economy and Every Culture

Business the world over runs in cycles. Within each stage only three things can happen: (1) things improve (2) things stay the same or (3) things get worse. This is not rocket science. It's a cycle, a pattern, a season. There are seasons for business just as there are for our personal lives and in nature. As professionals dedicated to succeeding in both our business and personal lives, we need to gain a solid grasp on the fact that those cycles are inevitable and do everything we possibly can to be prepared for each stage. The only reason for hanging onto the past is that we're not prepared for the future.

The Dynamic Dozen Concepts That Can Drastically Increase Your Ability to Achieve Greatness:

1. Strategies for where and how to find new business opportunities.
2. The nuances of selling that make you unforgettable and quickly build the trust of potential clients.
3. Strategies to lower walls of sales resistance brick by brick.
4. Vocabulary and phraseology that convey your desire and ability to effectively serve clients' needs.
5. Closes that make the difference between "sale" and "no sale".
6. Communication skills to get potential clients talking about their real needs. (Done properly, they'll tell you exactly what they'll say yes to).
7. Ideas for opening the minds and pocketbooks of existing clients to developing increased business.
8. Presentation skills to calm client fears about making purchasing decisions while physically and emotionally captivating their attention.
9. Responses to use when decision makers seem determined to procrastinate buying decisions or shop around.
10. What to watch for in order to avoid being blindsided by clients who are being approached by the competition.
11. Methods for building your business through quality referrals and how to keep those referrals coming with every client contact.
12. Concepts for building client loyalty, thus keeping the competition at bay.

Don't deny yourself and your family the long-term benefits of Boot Camp. Join us and do your part to achieve the greatness that is inside of you!

**LEARN
MORE**



VIP Special

Why Should You Commit to Being a Boot Camp VIP? You'll Enjoy These Added Benefits

Early Registration

Wednesday from 5:30 pm to 6:30 pm. Check in, receive your program materials and mingle with fellow VIPs. Beat the Thursday morning crowd.

Premium Seating

Guaranteed, front-and-center assigned seating for all three days. Seating assignments are made on a first-registered, first-served basis. (150 maximum) When this seating area fills up, all the other V.I.P. benefits will still be available.

Breakfast for Champions

Friday at 8:00 am. Join Tom for a hot "Breakfast for Champions." Obtain answers to your questions about sales, success, and overcoming adversity directly from the expert's mouth. Receive a specially-selected, autographed gift. Take advantage of a photo opportunity with Tom.



Marsha Petrie Sue, MBA, CSP
The CEO of YOU

This direct, no fluff, entertaining message on Thursday from 4:30 to 6:00 will move you to immediate action to make better choices and be more successful. Save time and improve your bottom line by becoming the Chief Energizing Officer of Your Own Uniqueness. Marsha's powerful, fresh

ideas can be applied right away to enhance your Boot Camp experience.

- Build a structure for your successful momentum
- Create balance, even in difficult times
- Maximize your resilience by making better choices



FREE!

VIP Upgrade

Offered when tuition is paid in full by June 10, 2011 at 5:00 pm



Click to **REGISTER NOW!** or call **800-528-0446**



Bonus Training Day on Wednesday!



Ron Marks

Special Training for Sales Managers

Managing for Results

10:00 am to 1:00 pm

No Additional Fee to Attend

Managing salespeople is one of the more difficult business tasks. Success

requires a unique set of skills. In *Managing for Sales Results*, Ron Marks compiles the lessons he learned during his 32 years in sales, sales training and sales management, including:

- Recruiting - how to find quality salespeople
- Hiring - three keys to a successful interview
- Training - six steps to an effective, results-oriented program
- How to run sales meetings that get results
- Coaching your sales team - eight "musts" for inspiring others
- Terminating - how to let unproductive sales people go

In addition to sharing key insights from the field, Ron provides step-by-step instructions and valuable checklists to help you bridge the gap between sales and management. Whether you are new to sales management, thinking about sales management or have been a sales manager for many years, this seminar will assist you in improving your leadership and communication skills.



Matt De La Cruz

Bonus Session for All Attendees

The Power of Goals

3:00 pm to 5:30 pm

No Additional Fee to Attend

This program is a great way to start your Boot Camp Sales Mastery experience.

There has never been a more important time in the history of the profession of selling to learn the art of setting short term and long term goals. Matt De La Cruz is a living example of how goal setting can work for you. When you hear his story of where he was, where he is now and where he plans to be in the future, you will totally believe he is the Master of Goal Setting.

Matt will cover critical issues such as:

- How a bit of discipline can help you avoid the pain of regret
- The power of focus and how to master it
- The right way to set realistic, achievable goals
- How you can use your goals to keep yourself motivated and live a more exciting and rewarding life
- How much time to invest in setting goals that will excite you

Plus Matt will help you set goals during the program so you will leave with a new sense of purpose and anticipation of accomplishment.



A Unique Networking Experience



Dave Sherman **The Networking Guy™**

“Beehive” Networking Session
Friday - 3:00 pm to 4:30 pm
No Additional Fee to Attend

Attend the most unique networking event ever created on Friday from 3:00 to 4:30 pm. No elevator speech required!

Dave Sherman, The Networking Guy™, hosts Beehive Networking - the most fun and creative networking strategy we've ever seen. It's not about meeting as many people as possible. It's about getting connected as quickly as possible with people who are willing to help you grow your business.

Before becoming a speaker and trainer, Dave was an award winning small business owner. He was named a Top Small Business Person of the Year by the Phoenix and Tempe Chambers of Commerce, as well as receiving the Mass Mutual Blue Chip Award for Small Business Excellence.

Dave Sherman has the distinction of being one of the only “professional icebreakers” on earth. He is a master at teaching people the fine art of networking. In other words, he will teach you how to mix, mingle and schmooze for profit. You are guaranteed to leave his networking session with real leads for business. You may even be able to conduct business with those leads during your Boot Camp stay and return home with new clients!



Weldon Long **Special Motivational Session**

The Upside of Fear
Saturday - 1:15 pm to 2:15 pm
No Additional Fee to Attend

Weldon Long is a recognized expert in personal development. Overcoming a 20-year cycle of prison, poverty, and

addiction, he is today a powerful speaker and one of the most successful entrepreneurs in Colorado. After 13 years of federal and state incarceration, he emerged a transformed man: a powerful speaker, driven motivator, and successful trainer and entrepreneur. Despite dropping out of high school in the ninth grade, he has earned a B.S. in law and an MBA in management. He has developed proven-successful training programs and has taught thousands how to achieve true prosperity.

What you will learn:

- The secret of your own greatness
- How to not just focus on success, but to obsess about it (and achieve it quickly)
- The power of making an emotional commitment to your life and goals
- What to do about what's happening in your life right now, good or bad
- How to break any negative cycle that is holding you back



What To Know Before You Go

How to Register

You may **register online** or print a registration form from our website at www.bootcamp.tomhopkins.com and fax it to 480-949-1590. You can also register by calling 1-800-528-0446 or by emailing lindah@tomhopkins.com.

Hotel Information - See page 8

Transportation Partners

Super Shuttle - 1-800-258-3826

ExecuCar - 1-800-410-4444

Transtyle Transportation - 480-448-6131 or email info@transtyle.com

Your tuition investment includes: 3 days of training with Tom Hopkins; bonus training day with Ron Marks and Matt De La Cruz; networking with Dave Sherman; guest speaker Weldon Long; student workbook; graduation pin; certificate of completion; graduation celebration; complimentary lunch and refreshments daily.

Cancellations

All cancellations are subject to a \$100 non-refundable registration fee. Tom Hopkins International must receive your written cancellation no later than August 6, 2011. No refunds after August 6, 2011.

Bring Plenty of Business Cards for Networking!



Additional sponsorships available

EARLY BIRD!

Phenomenal Savings!

Register by August 3, 2011 and save \$500



NEW!

EZ Tuition Installment Plan

An initial investment holds your seat - balance due in equal monthly installments.



FREE!

VIP Upgrade

Offered when tuition is paid in full by June 10, 2011 at 5:00 pm (see page 4 for VIP details)



BONUS!

VET ONLY Event

Private reception at Tom's home for past Boot Camp attendees.



Registration Type

Investment

You Save!

Individual (after August 3, 2011)

\$1,395

Earlybird Individual (on or before August 3, 2011)

\$895

\$500

Boot Camp VETS*

\$495

\$900

Groups of 3 to 10

\$795 per person

\$600

Groups of 11+

\$695 per person

\$700

U.S. Military Veterans

\$495

\$900

To register a group, please contact Linda Hunt at 800-528-0446 or lindah@tomhopkins.com.

*Boot Camp VETS - contact us for special rates for your immediate family members.

Hotel Accommodations

Inspired by the rich history, white-washed villages and sun-drenched hills of Spain's Andalusia region, InterContinental Montelucia Resort & Spa is reminiscent of a charming European town square with arching entryways, splashing fountains and floral walkways. Drift away to a far-off, enchanting destination where luxuriously appointed guestrooms, the award-winning Moroccan inspired Joya Spa, and six tempting dining options await you. Nestled at the foot of picturesque Camelback Mountain, this extraordinary resort's premier location offers easy access to golf, recreation, nightlife and entertainment. Also offered is a Planet Trekker Kids Club for guests from ages 4 to 12 from 9:00 am to 5:00 pm daily with swimming, arts and crafts, movies, nature walks, golf putting and more.

For only \$99 per night, you can stay at this visually stunning resort! **These rooms regularly go for \$445 per night!** Rates are guaranteed through August 1, 2011 as long as rooms are available. The \$99 room rate is valid three days before and three days after Boot Camp if you wish to extend your stay. **Boot Camp Sales Mastery is a high-intensity program requiring much study time. Please make a firm commitment to the training. If you would like to enjoy the beautiful desert surroundings or other attractions in the area, please schedule those activities before or after the program.**

InterContinental Montelucia Resort & Spa
4949 East Lincoln Drive, Scottsdale, Arizona 85253
Promo code: HOPKIN

Click to [RESERVE YOUR ROOM](#) or call 888-627-3010

 **INTERCONTINENTAL.**
MONTELUCIA RESORT & SPA
SCOTTSDALE





Schedule of Events

Wednesday - Complimentary BONUS DAY of Training

- 10:00 am to 1:00 pm Ron Marks
- 3:00 pm to 5:30 pm Matt De La Cruz
- 5:30 pm to 6:30 pm VIP ONLY Early Registration

Thursday

- 7:30 am to 9:00 am Registration
- 9:00 am to 12:00 pm Tom Hopkins
- 12:00 pm to 1:00 pm Lunch
- 1:00 pm to 4:00 pm Tom Hopkins
- 4:30 pm to 6:00 pm VIP ONLY Marsha Petrie Sue

Friday

- 8:00 am to 8:45 am VIP ONLY Breakfast with Tom
- 9:00 am to 12:00 pm Tom Hopkins
- 12:00 pm to 1:00 pm Lunch
- 1:00 pm to 2:45 pm Tom Hopkins
- 2:45 pm to 3:00 pm Break, program continues in Valencia Room
- 3:00 pm to 4:30 pm Tom Hopkins & Dave Sherman
- 5:00 pm to 6:00 pm VET and Family Reception at Tom's Home

Saturday

- 9:00 am to 12:00 pm Tom Hopkins
- 12:00 pm to 1:15 pm Lunch
- 1:15 pm to 2:15 pm Weldon Long
- 2:15 am to 4:00 pm Tom Hopkins

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