**Salespeople** are the most important people in your company. If they're not successful, no one else can be either.

**Tom Hopkins** understands salespeople better than anyone else on the planet. He's been in sales himself for over 40 years. He's been teaching salespeople how to make more sales for 30. His students succeed no matter what the economy is doing, with every type of product, and in any culture.

"I attribute earning a **seven-figure income** directly to the selling skills training I got from Tom Hopkins." Hector LaMarque, Primerica

Recognized worldwide as The Builder of Sales Champions, Tom Hopkins won't just inspire your team. He'll teach them proven-effective 'how-to' strategies for **increasing revenue**. The communication skills he teaches include:

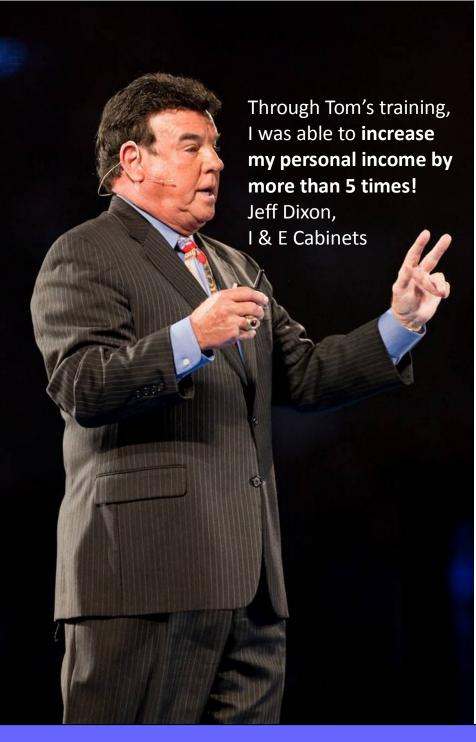
- \* How and where to **find more clients**
- \* Ways to build rapport with others
- \* Effective communication skills—Hint: When you ask better questions, you get better answers.
- Specific words and phrases that help people make buying decisions
- \* How to set the stage to capture endless referrals with every client

His clients have included: AFLAC, BestBuy, Coldwell Banker, Dannaher, Henry Schein Dental, ADT Home Security Systems, Bosley, DuroLast Roofing and various industry associations.

Tom's sales training can either be the foundation for your company's success or an exceptionally strong complement to your existing program.

Book Tom Now! 1-800-528-0446, 480.949.0786 or laurao@tomhopkins.com





Tom Hopkins is a dynamic, **ethically sound sales trainer** with a rich background of personal and business success. His methods and techniques are practical, field-tested and effective. **Zig Ziglar**, motivational teacher and author

Tom not only understands our product and what our people face daily, but has **specific answers** for them on how to do their jobs better. Our sales after his presentation prove that **his training works!** Chuck Burtzloff, Cardservice International

Tom Hopkins is **head and shoulders above the rest** when it comes to training high-powered sales professionals. **Harvey Mackay**, author

After attending one of your seminars, I am happy to report that in **spite of a sluggish economy, I have reached my goal of 150% of quota**. Thanks for all the wisdom. **Thomas G. Hanifin**, NCR Corporation

After attending a one-day Tom Hopkins seminar, I closed 21 of my next 25 prospects. This stuff works! Robert Black, Meeker Sharkey Financial Services

Since the time I saw Mr. Hopkins, I have ignited my career. I went from making \$20,000 per year to almost \$20,000 per month since incorporating Mr. Hopkins tactics. Cortney S. Twitty

I just want to say thanks for training me. I first sat through Tom's one day

training...I doubled my sales the following season to \$1.5 million."

Dr. Kenneth J. Pujdak, CPA, CAA

The reason why most people are still failing to reach their goals is that they are still searching for the exotic without having at least mastered the basics. **Tom Hopkins is the master of the basics**. **Jim Rohn** 



# **Popular Program Topics**

"Prior to Tom's presentation, we were getting 5 to 6 land leases 'approved' each week. About a week after the program, we did 60! **Our team is more confident** and the lease processing department is flooded." Terry Phillips, Hilliard Energy Ltd.



#### **How to Master the Art of Selling**

Based on the strategies in Tom's best-selling book by the same title, Tom helps salespeople get a realistic understanding of the advantages of selling as a career. Selling is both an art and a science. He teaches a basic seven-step selling process. It covers everything from prospecting to establishing rapport to qualification to presentation, handling objections, closing and getting referrals. Proven-effective strategies for each of the steps are covered in depth. Attendees won't be able to say "I don't know what to do today" after attending. They'll have a powerful, proven-effective system to implement—a system that they can rely on for years to come. And maybe

#### **Building Sales Champions**

Get your entire sales force on the same page! Laying the proper foundation of selling skills will allow your team to build strong revenues for your organization. Whether they need to develop skills in generating leads to find new business, handling client concerns or closing sales, Tom Hopkins has the answers. The typical client will balk at or stall making a buying decision five times during the sale process. Tom Hopkins has 42 closing strategies in his selling skills library. Imagine the difference in closing ratios of your people if they knew just six of them (more ways to ask for the sale than clients have to say 'no'). Sales champions are those who have

#### Sell It Today, Sell It Now

Reduce sales resistance and increase sales acceptance—all in one call with potential clients. Selling is a process. In this process, two strangers meet, get to know each other and make decisions to trade their hard-earned money for the benefits of a product or service. There are twenty simple steps (some that require only a sentence or two) that salespeople can use to 1) generate in potential clients a sense of trust; 2) get people to open up and talk about their needs, 3) make them comfortable asking for help in evaluating a buying decision, and 4) create a sense of urgency for a decision to be made today. When these steps are mastered, salespeople truly know how to Sell It Today, Sell It Now.

#### **Selling in Tough Times**

True professionals in selling can earn strong incomes no matter what happens in the economy, the industry or the company. One of the advantages of a career in selling is that it's a daily challenge. And there are great rewards for those who master the powerful people skills required of true sales pros. Tom will teach your team how to stay motivated in challenging times. They'll learn how to help their clients feel better about their own challenges that might cause them to place smaller orders or postpone making business decisions. Champion salespeople know how to work through these challenges and continue to generate solid sales revenue.



## No "Canned" Presentations!

Tom's goal is that after every presentation your attendees say, "When did Tom Hopkins work at our company? He really understands our business."

## A customization process unlike what you'll get from any other speaker.

Tom Hopkins doesn't want to deliver *his* favorite content to your group. He wants to deliver the skills & strategies that will generate the biggest increase in sales revenue based on *their* needs.

### When you book Tom Hopkins, you get powerful preparation!

Upon confirmation of a date for Tom to present to your group, you are contacted by his team. You will receive a list of **customization questions**—the answers to which help Tom zero in on the **best segments of his training for your particular needs**. You'll also be asked to send either links to details about your product or the actual brochures or other presentation materials your salespeople use *(or at least are supposed to use)*.

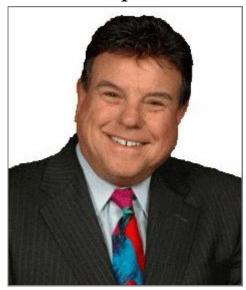
After our initial research is complete, a **telephone conference** will be arranged between the appropriate parties in your organization and Tom. You'll have the opportunity to discuss anything pertinent to Tom's presentation to your group. (Hint: Many companies use Tom to assist their people through company transitions—accepting change—as well as teaching sales strategies.)

If appropriate and feasible with the timing involved for your event, Tom will **personally meet** with members of your sales team selected by you. He likes to analyze their sales presentations to get a deeper understanding of not just the product but how your people are already selling. Then, Tom fine tunes the presentation that will best **complement your existing sales strategies**.

Tom is a firm believer in involving as many senses as possible in his training sessions. **Printed handouts** will be created and provided to your attendees. That way, they won't miss any of the most pertinent strategies he teaches.



## Tom Hopkins Bio



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 selling and even invested in some vinyl records on people who were dressed well and driving new cars, self-improvement. 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 guickly 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

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 first 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.

**Book Tom Now!** 800-528-0446 or 480-949-0786 laurao@tomhopkins.com