



Give me 2 days & I will change your selling career for the better, forever!



**April 1 & 2, 2016
Charlotte, NC**

Your business and your career only grow as fast as you do. In order to enhance your abilities to influence and persuade others to say "yes" to you more often, it only makes sense to invest time to sharpen your skills to — refine the way you approach your clients.

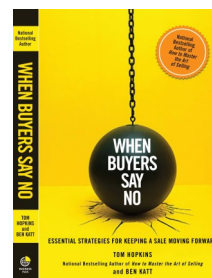
Our **2-Day Sales Academy** is designed to give you the tools you need to do a better job of finding new business, presenting your products in a more engaging manner and helping you make more sales.

Past attendees of our multi-day events have gone on to increase their closing ratios by 200%, 300% and more while increasing their incomes dramatically.

Download a free MP3 of my proven-effective qualifying formula: www.tomhopkins.com/salesacademy

You will learn:

- The real secret to successful selling and the development of long-term relationships
- 4 types of powerful sales questioning techniques that fish out the secret desires of your buyers
- Prospecting strategies that will bring you more business than ever before
- How to stop playing phone tag and start confirming meetings
- 3 things you must do when you first meet potential clients to win them over
- The exact words you should say to segue from first meeting someone into smoothly starting your presentation
- How to slip past typical buyer defense barriers
- The best opening lines to use in your presentations
- How to use and win with assumptive closing strategies
- Qualifying tactics that let you predict with amazing accuracy whether they'll buy even before you make a presentation
- How to eliminate dreaded money objections early in your meetings
- How to handle interruptions during your presentations
- Strategies for turning your product's weaknesses into advantages
- How to use test closes to discover how close people are to making buying decisions
- Powerful closing strategies — exactly what to say to get the business
- Skills to get and keep a positive attitude even on your worst selling day



Plus I will be teaching negotiation strategies from my latest book, *When Buyers Say No*

SALES ACADEMY CHARLOTTE 2016 REGISTRATION

APRIL 1 & 2, 2016 • CHARLOTTE, NORTH CAROLINA, USA

This form may only be used for one attendee. Please photocopy this form for each additional attendee.

(Please print clearly or type)

Name of Attendee _____

Company _____

Industry _____

Address _____

City _____

State/Province _____ Country _____

Zip/Postal Code _____

Phone: Office _____ Mobile _____

E-mail Address _____

How did you learn about Tom Hopkins' Sales Academy? _____

Registration Type	Tuition per Student	Savings
Full Individual Tuition <i>Split investments available. Visit our website or call for details.</i>	\$795 each	
Early Registration By March 4, 2016	\$695 each	\$100
Groups of 6-9	\$645 each	\$150 per person
Groups of 10+ <i>Receive a 30-minute consultation with Tom after the event.</i>	\$595 each	\$200 per person

After the seminar I used a lot of what I learned in my sales presentations and it really helped. I don't negotiate anymore. Price is no longer an issue. People now really perceive the value of what I do and this closes the sale!

--Laurent Beretta

METHOD OF INVESTMENT **TOTAL AMOUNT \$** _____

- Check made payable to Tom Hopkins International, Inc.
 MasterCard VISA American Express Discover

Card # _____

Expiration Date _____ CVV _____

Print Name as it appears on card _____

Cardholder's Authorization _____

Cancellations & Refunds—All cancellations are subject to a \$50 non-refundable fee. No refunds will be made after March 4, 2016.

Tax Deduction of Expenses. An income tax deduction is allowed for expenses of education (including registration fees, travel, meals, and lodging) undertaken to maintain and improve professional skills. (Treas. Reg. 1.162-5 Coughlin v Commissioner 203 F2d 307)

THREE WAYS TO REGISTER:

Online www.tomhopkins.com/salesacademy

By Phone Call 800-528-0446
8 am to 5 pm Mountain Time
Monday through Thursday

By Mail Mail this registration form to:
Tom Hopkins International, Inc.
465 E Chilton Drive, Suite 4
Chandler, Arizona 85225

By FAX Fax this registration form to:
480.949.1590

GROUPS

Register your group online or by contacting us at 800.528.0446, 480.949.0786 or at info@tomhopkins.com. **All members of your group must register at the same time.** Group rates may not be combined with any other discounts.

TUITION INVESTMENT

Your tuition investment includes:

- ⇒ 2 days of training
Friday, 1:00pm to 7:00pm
Saturday, 9:00am to 4:00pm
- ⇒ A comprehensive workbook
- ⇒ Opportunities to network with fellow students

Tuition does not include transportation to or from Charlotte, meals or hotel rooms.

HOTEL ACCOMMODATIONS

Hilton Charlotte Center City
222 East Third Street
Charlotte, NC 28202

ROOM RATES—\$149

Make your reservation online at:
[https://resweb.passkey.com/go/
TomHopkins2016](https://resweb.passkey.com/go/TomHopkins2016)

Or by Calling 704.377.1500

TOM HOPKINS™
INTERNATIONAL