

# HOW TO MASTER THE ART OF SELLING

The Best Book Ever Written on Selling & Salesmanship

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## Main Theme

The qualities that will allow you to develop into a Sales Champion are skill, knowledge and drive from within. All of these qualities can be expanded and intensified if you invest the time, effort and money required into yourself.

The top sales achievers aren't born great - they create their own success through studying and analyzing the sales process. The Sales Champions then personalize the sales material to their own field, and learn how to effectively apply the best strategies and techniques seamlessly into their own presentations.

A Sales Champion is willing to invest the time and effort needed to practice, drill and rehearse his performance until he is more prepared to succeed than to fail. Then, armed with the right attitudes and mental outlook, he can organize his sales resources to produce exceptional results.

## Section A - The Profession of Selling

- 1. The Advantages of a Career in Sales**  
Sales can be either the highest paid hard work or the lowest paid easy work. The choice is up to you.
- 2. A Superior Learning System**  
Superior earning ability grows out of the superior performance that superior learning makes easy.
- 3. 12 Sources of Sensational Sales Success**  
Become a Sales Champion and not just an order taker in your sales organization. Cultivate the Champion's appearance, attitudes and habits.
- 4. The Champion's Creed & Five Attitudes To Rejection**  
The guiding philosophy and mental outlook any Sales Champion cultivates.
- 5. Calculating The Cash Value of Rejection**  
Every rejection brings you that much closer to your next success. Calculate the cash value of every rejection, and look forward to being rejected.
- 6. SPR- The Difference Between Have and Have Not**  
At anything you choose to do, you will only be as good as the practice, drill and rehearsal you put into every act.
- 7. A Clutch of Effective Techniques**  
Most of the highest paid sales people are selling everyday products or services.
- 8. Time Planning**  
Taking the time to plan effectively not only saves you time in the long run but rubs off onto every area of your life.
- 9. The Most Necessary Skill Of All**  
The average human being has the ability to achieve almost anything they set their mind to. The key is to set goals.

## Section B - The Sales Process

- 1. Prospecting**  
The key to making money is finding people to sell, and selling the people you find. Prospecting is the lifeblood of sales and should be carried out vigorously, intensely, systematically and effectively.
- 2. The Original Contact**  
Your aim, whenever meeting new prospects, is to get them to like you and to trust you. This requires you to make a favorable first impression, remove any fears they have and allow them to relax with you.
- 3. Qualification**  
Qualification is research into the needs and wants of the prospect. If you don't qualify, you'll spend too much time trying to sell to people who won't benefit from your product or service.
- 4. Presentation Demonstration Tactics**  
A Sales Champion gets the prospect emotionally involved in whatever he is selling. All demonstrations should be full of creative, colorful and fun ways to get the uninitiated using your product or service.
- 5. Handling Objections**  
Objections are the rungs of the ladder to sales success. You know you are nearing pay dirt when they bring out their objections. If they don't object, they probably aren't seriously considering buying.
- 6. The Art of Closing the Sale**  
Closing is professionally using the person's desire to own your product or service combined with your desire to help them make a decision that is good for them. Everything else leads up to the close. Develop your own closing instincts by trying to close too often, too early and too frequently. Use test closes to evaluate their closing attitudes, and then power closes to finalize the transaction. Closing is where the money is at.

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## Section A - The Profession Of Selling

### 1. The Advantages Of A Career In Sales

#### Main Idea

Selling is the highest paid hard work in the world and the lowest paid easy work. The exciting thing is the choice is yours alone-you can choose whether to make a sales career highly paid hard work or lowly paid easy work.

#### Supporting Ideas

The advantages of a profession in sales are;

- You have freedom of expression - resourcefulness and creativity are demanded and highly rewarded.
- You decide how successful to be rather than having an income ceiling set by other people.
- You face a daily challenge that is both invigorating and stimulating if you have the right attitudes.
- You have huge leverage - your return on capital and time invested is much better than a capital intensive business.
- You can make your work great fun, a real adventure.
- You gain a large amount of satisfaction with each challenge overcome and sale made.
- You are stimulated to grow. To earn more, learn more.

### 2. A Superior Learning System

#### Main Idea

Superior earning ability grows out of the superior performance that superior learning makes easy.

#### Supporting Ideas

The characteristics of a superior learning system are;

1. Impact. The more you are interested in a subject, the more details you will remember. Dwelling on the benefits and extra income you'll gain by learning intensifies the impact.
2. Repetition. Repeat anything often enough and it will become a part of you. Vary your repetition by writing, reading, speaking, hearing and dramatizing the material. Take the material apart and make it a part of yourself.
3. Utilization. Skills and knowledge don't wear out with use - they get stronger, better and more effective. Use of sales skills and knowledge is the only road to high earnings.
4. Internalization. When you've exploited the impact and molded the standard material to your needs and personality, you and the concepts become one and a new powerfulness creeps into your stride.
5. Reinforcement. Super professionals need to follow the example of professional athletes who every year go back to boot camp and re learn the basics.

### 3. The 12 Sources Of Sensational Selling Success

#### Main Idea

If you want to be a sales champion rather than an order taker, consider the following sources of sensational sales success;

1. A commanding and memorable appearance. You can pick the sales champion when you first see them.
2. Champions have an honest pride in their sales work, and enjoy working with people in helping them.
3. Champions radiate confidence in their product, their clients and their own abilities to assist their clients.

4. The top people close warmly. By pre-qualifying prospects, a champion knows his product will assist that person.
5. Champions look only to themselves for self assurance. They're never overwhelmed, they believe in themselves.
6. Champions want to get rich by serving people who benefit through their association.
7. Champions have a burning desire to achieve.
8. Champions radiate that special confidence that comes from overcoming fear and obstacles.
9. Champions are filled with enthusiasm. This is a self generating enthusiasm, removed from day-to-day events.
10. The top people get personally involved with their clients and this feeling comes through.
11. Champions don't take rejection personally, in fact, they take it in their stride quite painlessly.
12. Champions believe in continuing their education continually so that they can be of more service to clients.

### 4. Champion's Creed, Five Attitudes Towards Rejection

#### Main Idea

The Sales Champion's creed is;

**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 on trying.**

This is the attitude a Sales Champion cultivates and lives by. It is a guiding philosophy coloring every thought and action.

The five attitudes towards rejection are;

1. **I never see failure as failure but only as a learning experience.**

When Thomas Edison invented the light bulb, he unsuccessfully tried a thousand filaments before it worked properly. People asked him "How did you feel when you failed over a thousand times?". He replied, "I did not fail a thousand times. I learned a thousand ways that it would not work." Its all in the way you choose to look at things. Any sale that doesn't come off can be a valuable lesson in salesmanship that can make you big money at a later stage.

2. **I never see failure as failure, but only as the negative feedback I need to change course in my direction.**

Any client who doesn't give you negative feedback won't be seriously considering the purchase of whatever you are selling. That negative feedback gives you the data you need to home in on the clients hot spot that will hold the key to making the sale.

3. **I never see failure as failure, but only as an opportunity to develop my sense of humor.**

Laugh every time something goes wrong and you will be giggling most of the time. You'll be amazed how laughing at your own bloopers and foul-ups will melt the anxiety away, and prepare you for another try.

4. **I never see failure as failure, but only as an opportunity to practice my techniques and perfect my performance.**

Every time you talk or demonstrate to a client who does not buy, you have practiced your presentation one more time. You've added to your knowledge of responses and your

