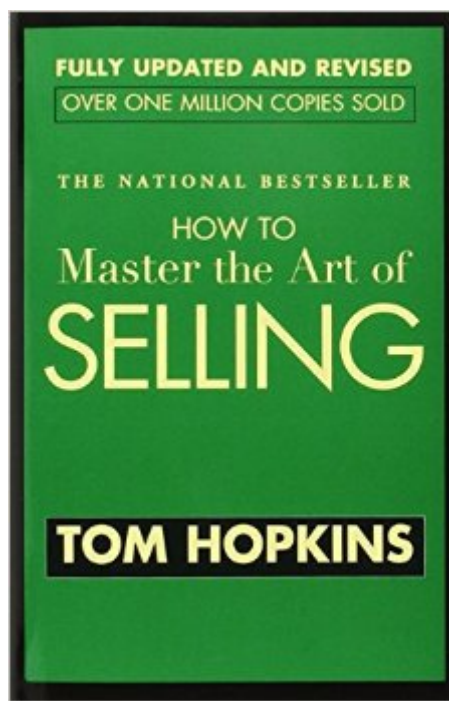


The book was found

How To Master The Art Of Selling



Synopsis

A revised and updated edition of How to master the art of selling, which educates on how to succeed in sales, including new information on using the latest research techniques and using e-mail and online resources to generate deals more quickly and efficiently

Book Information

Paperback: 416 pages

Publisher: Grand Central Publishing; Rev Upd edition (May 20, 2005)

Language: English

ISBN-10: 0446692743

ISBN-13: 978-0446692748

Product Dimensions: 5.4 x 1.1 x 8 inches

Shipping Weight: 14.1 ounces (View shipping rates and policies)

Average Customer Review: 4.4 out of 5 starsÂ Â See all reviewsÂ (223 customer reviews)

Best Sellers Rank: #3,570 in Books (See Top 100 in Books) #17 inÂ Books > Business & Money > Marketing & Sales > Sales & Selling

Customer Reviews

I've been anticipating the release of this book when I saw it was being published, and as good as Tom Hopkins is (peerless, frankly, in my eyes) in the world of sales skills training, I was a little disappointed in this book. I have read his classic, epic, bestselling and game-shifting "How to Master the Art of Selling", and I have a hard time turning anywhere else when I have questions or want to refresh on the basics. I am aware there are other sales trainers, but for my money (and the money I'll make!) Tom Hopkins is the gold-standard. Some of his other books bear mention here: "Low Profile Selling" is fantastic, replete with scripts and language and good tips for how to approach the sales process without coming off as a pushy, greedy salesperson. His "Guide to Greatness in Sales" is another very good, very on-the-ground counsel for people who find themselves 6 months to five years in the business and are dealing with some of the requisite growing pains. I also can't mention highly enough his 3-CD audio collection; I have relied on disc 2 (Advanced Survival Training) more than I ever thought I would and it kept me going when I was contemplating throwing in the towel. One of the things, I think, that separates Tom Hopkins from the others is that he is selling the profession of selling to all of us, his students, in the best possible way. Demonstrating the principles he teaches, he paints vivid emotional pictures for us to imagine ourselves as successful salespeople, pictures that give us the desire to undergo the training to go out and win. It's

brilliant. So I came to the latest book with this deep respect for his teachings, and is perhaps why I was underwhelmed by the book.

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