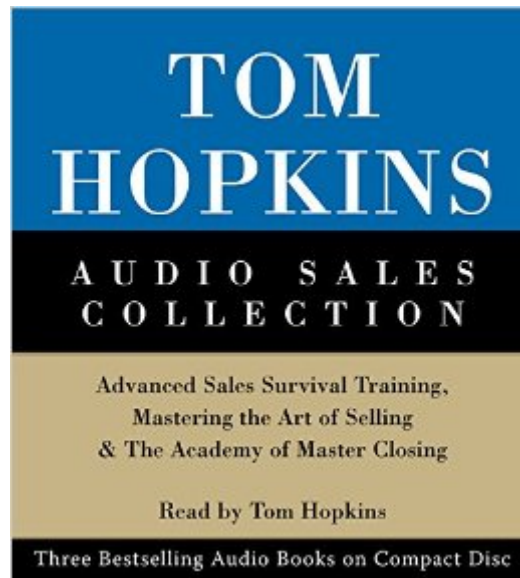


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Tom Hopkins Audio Sales Collection



Synopsis

This collection includes three of Tom Hopkins' most successful audio books: *Mastering the Art of Selling* is a classic "whether you're a seasoned pro or just starting out, *Mastering the Art of Selling's* five essential steps to selling are guaranteed to give you the edge you need to excel. *The Academy of Master Closing* covers the most crucial aspect of selling: closing the sale. This power-packed audio gives you the same secret closing techniques that Tom Hopkins teaches in his overwhelmingly successful seminars. *Advanced Sales Survival Training* shows how to relieve stress, communicate better with your clients, restore balance to your career, and enjoy yourself as you are on your way to increasing your overall effectiveness, and your profits!

Book Information

Audio CD

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Average Customer Review: 4.3 out of 5 stars [See all reviews](#) (97 customer reviews)

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Customer Reviews

So I was new in sales when I first bought this three-CD set, a little frustrated at the training I wasn't receiving through my firm, and always a student of those who seem to have made it. Tom's teachings have, in a word, been a major leg that I've stood on in my first year in the business, and this CD set is worth its weight in gold. The other leg I stood on was, plain and simple, lots of hard work. As Tom (and Ziglar before him says) "Selling is the highest paid hard work, and the lowest paid easy work" around. While the first CD - a summary of his bestselling book by the same name - was narrated in a voice that Suze Orman seems to have mimicked to mastery - from the very beginning when he describes what kinds of words we ought to use in sales, I learned things that seasoned pros only whisper in corners lest the secret get out. The first CD is the kind of CD I try to listen to once a week to make sure I don't lose sight of the fundamentals, and each and every

phrase seems to impart something new each time I listen to it. The second CD was the most useful after about four months in the business - basically a primer on how to survive the myriad stresses in selling. I discovered almost immediately that there are areas of the business that will eat at you like acid unless you are a) aware of them and b) have a sense about how to handle them. While I would like to learn more at this point than the second CD provides, it always (like the first one) keeps me on track with the stresses that ruin selling careers. Truth be told, I listen to this one the most on a regular basis, as it helps remind me of the things I go through every day, and naming something always makes it less powerful.

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