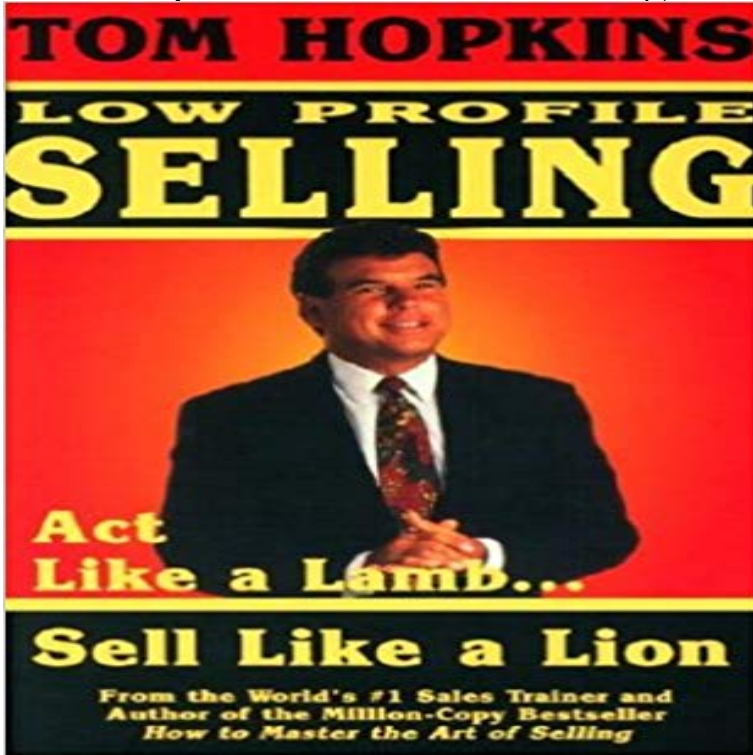


Tom Hopkins Low Profile Selling: Act Like a Lamb... Sell Like a Lion



Watch your income soar! Today's customers are better educated and more sophisticated than ever before. To keep a competitive edge in the market, salespeople have learned that a low profile selling style and exceptional service are what gets prospects attention. But it's Tom's techniques that will eventually turn those prospects into clients. Eleven chapters discuss: qualifying addressing customer concerns building rapport setting and achieving goals 14 closing strategies personal strategies for becoming a pro Once you learn to diffuse customer likes and dislikes, you'll stand head-and-shoulders above your peers and earn the respect and repeat business of hundreds of satisfied customers.

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