



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

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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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