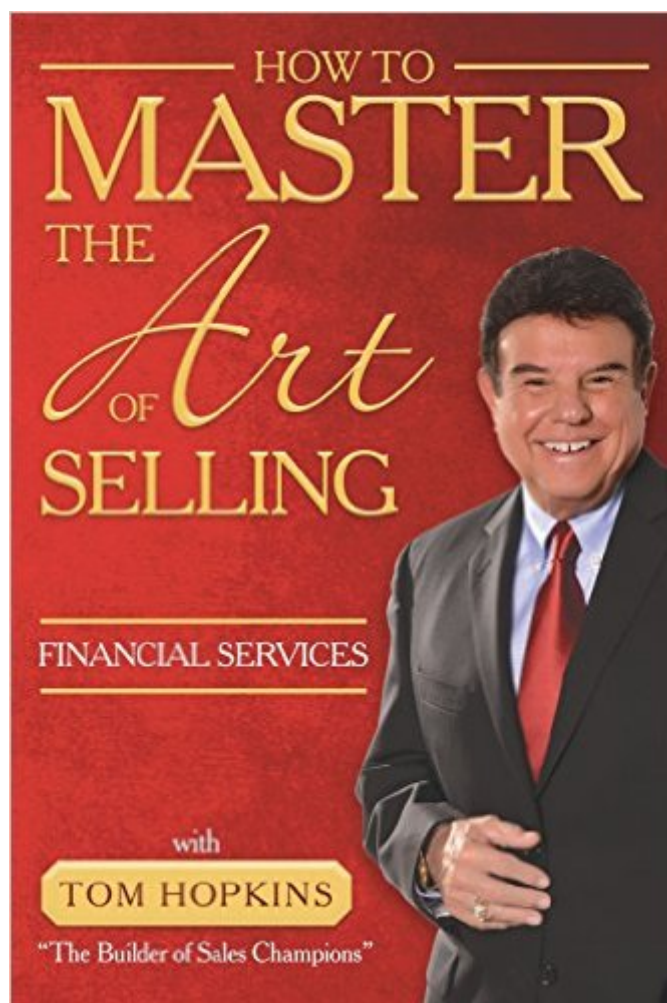


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# How To Master The Art Of Selling Financial Services



## Synopsis

Whether you're a financial services expert or novice, you understand the business. You've worked hard to gain your product knowledge. You watch industry trends. But, do you know how to talk to clients so they'll listen? The Art of Selling Financial Services depends upon the collaboration of listening and understandably communicating to clients. Learning how to quickly gain the trust of others, get them to like you, take your advice, and become long-term clients is the foundation for every successful business. Tom Hopkins has been training in the financial services industry since 1990 and he has developed methods to help you communicate to your clients and you understand what your clients want from you. Once you know what clients want, you can learn how to provide it! Financial services representatives have turned to Tom Hopkins for years for his proven-effective, professional selling strategies which have helped them learn how to help more of their clients make financial planning decisions. How to Master the Art of Selling Financial Services, will help you: Learn effective ways to talk with clients and calm their fears Ask the right questions to get clients talking about their needs Implement client feedback so that you can provide your best service Increase your sales ratios with closing strategies that make sense to your clients Grow your business with powerful, yet simple referral strategies Tom Hopkins's methods will teach you how to master the art of selling financial services more effectively and efficiently than ever before!

## Book Information

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## 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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