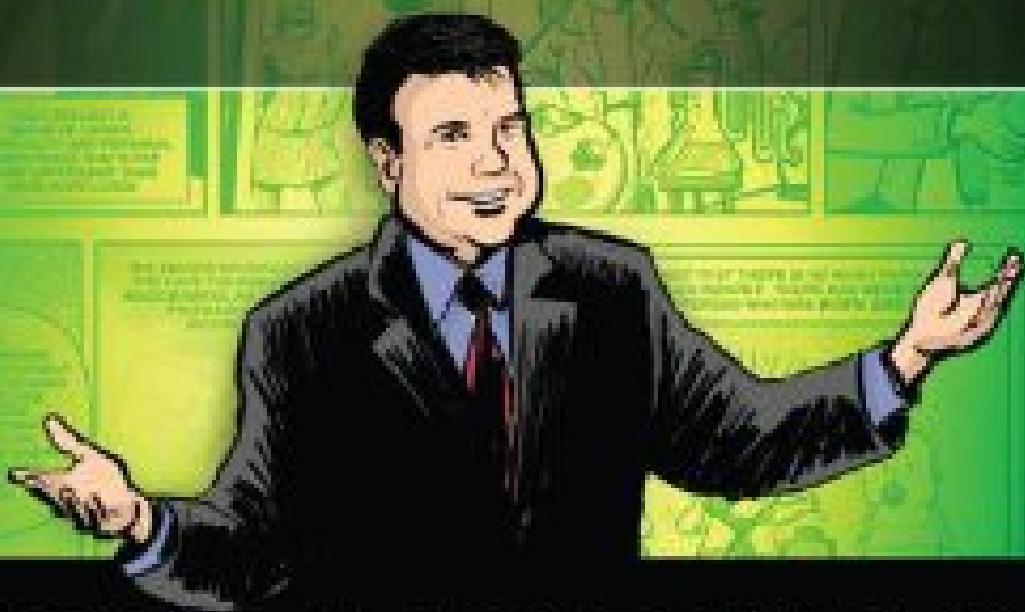


BASED ON THE  
THE NATIONAL BESTSELLER

HOW TO  
Master the *Art* of  
**SELLING**



**TOM HOPKINS**

Illustrated by Bob Byrne

## **IMPORTANT**

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2. Move the 5-way to select landscape.
3. Press the 5-way to confirm landscape.

HOW TO  
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**SELLING**

from SmarterComics

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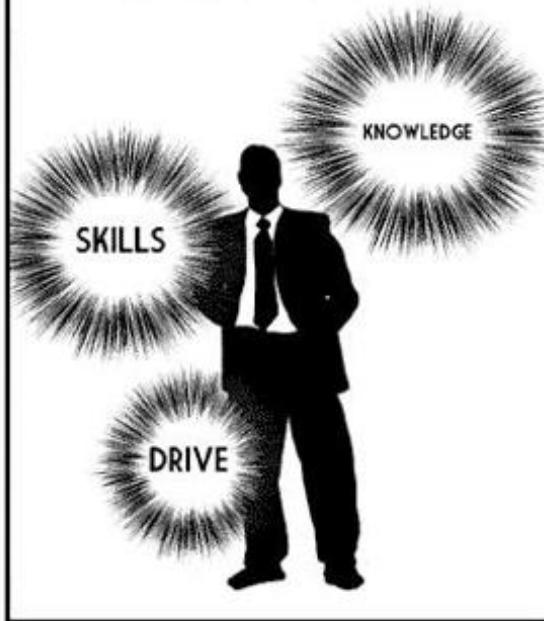
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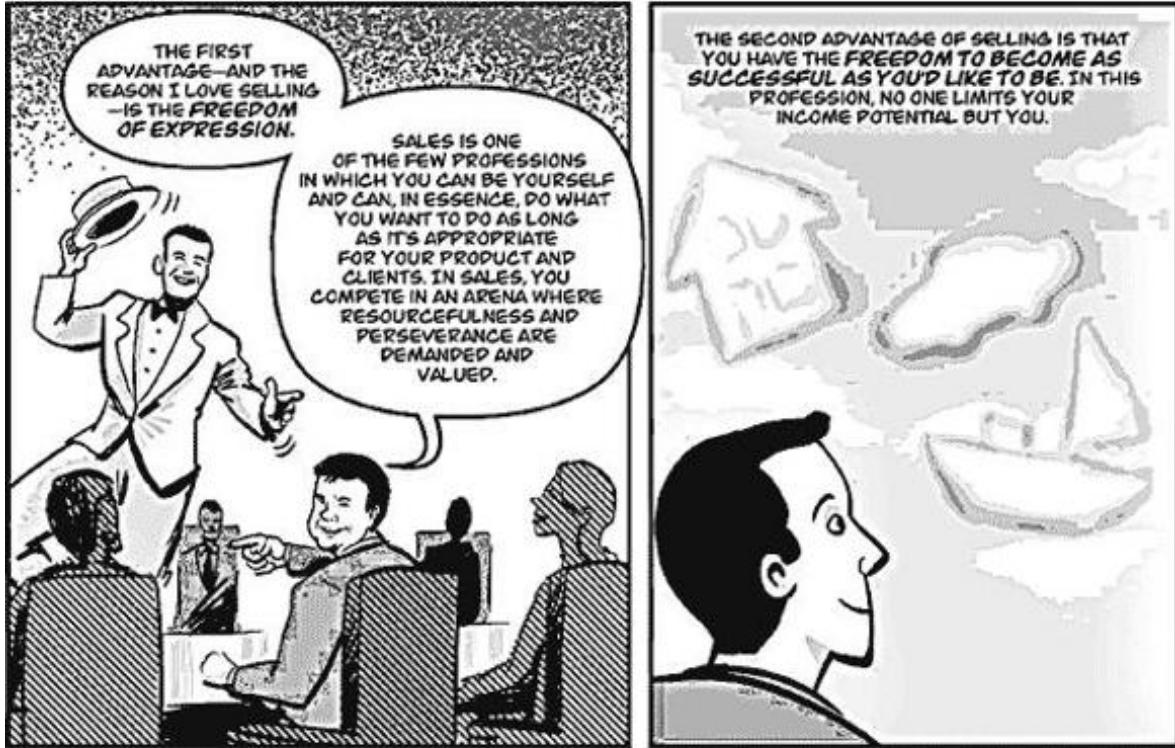


THE WHOLE POINT OF THIS BOOK IS THAT  
THE SKILLS, KNOWLEDGE, AND DRIVE WITHIN  
YOU ARE WHAT WILL MAKE YOU GREAT... AND THESE  
QUALITIES CAN BE EXPANDED AND INTENSIFIED—  
IF YOU'RE WILLING TO INVEST THE TIME,  
EFFORT, AND MONEY IN YOURSELF.



LET'S BEGIN BY  
TALKING ABOUT THE  
ADVANTAGES OF  
SELLING.







THE THIRD  
ADVANTAGE IS  
THAT IT IS A  
DAILY  
CHALLENGE.

FOR THE  
SALESPERSON,  
EVERY DAY IS  
AN ADVENTURE.

THE FOURTH ADVANTAGE IS THAT SALES OFFERS HIGH POTENTIAL FOR RETURNS FROM A LOW CAPITAL INVESTMENT.



THE FIFTH ELEMENT OF SELLING IS THAT IT'S FUN. MY PHILOSOPHY IS THAT IF IT'S NOT FUN, IT'S NOT WORTH DOING.



THE SIXTH ADVANTAGE OF THE SELLING PROFESSION IS THAT IT'S SATISFYING. IT'S A THRILL TO KNOW YOU'VE HELPED SOMEONE MAKE THE DECISION TO OWN YOUR PRODUCT.



I'VE ALSO LEARNED THAT THERE IS NO SUCH THING AS A NATURAL-BORN SALES WONDER. THERE HAS NEVER BEEN A GREAT SALESPERSON WHO WAS BORN GREAT.



THIS IS A MYTH THAT CUTS TWO WAYS, AND DON'T LET IT EXCUSE YOU FROM THE HARD WORK OF LEARNING HOW TO BE COMPETENT IN YOUR SALES CAREER. WHETHER YOU THINK YOU ARE A WONDER OR A NON-WONDER, YOU STILL HAVE TO LEARN IF YOU'RE GOING TO BE A REAL CHAMPION.

GREAT SALESPERSONS, LIKE GREAT ATHLETES, SIMPLY DO THE BASICS VERY WELL.



THERE ARE SEVEN BASICS THAT'LL MAKE YOU AS GREAT AS YOU WANT TO BE.

## PROSPECTING

THIS MAY MAKE YOU NERVOUS,  
BUT DON'T LET IT. IF YOU DON'T LIKE  
TO PROSPECT, IT'S BECAUSE NO ONE  
TAUGHT YOU THE PROFESSIONAL  
WAY TO DO IT.

## MAKING ORIGINAL CONTACT THE PROFESSIONAL WAY

WE ALL MEET PEOPLE ALL THE TIME.  
THE KEY TO SUCCESS IN SELLING IS TO  
REFINE YOUR SKILLS DURING THESE  
INITIAL CONTACTS TO BECOME MEMORABLE  
TO OTHERS... WHILE REMEMBERING  
AS MUCH ABOUT THEM AS POSSIBLE.



## QUALIFICATION

IF YOU SPEND YOUR TIME TALKING TO THE WRONG PEOPLE, IT DOESN'T MATTER HOW ELOQUENTLY YOU PRESENT YOUR PRODUCT OR SERVICE.

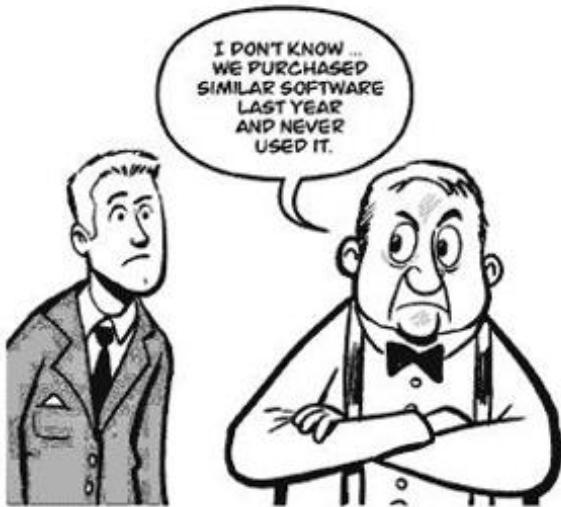


# PRESENTATION

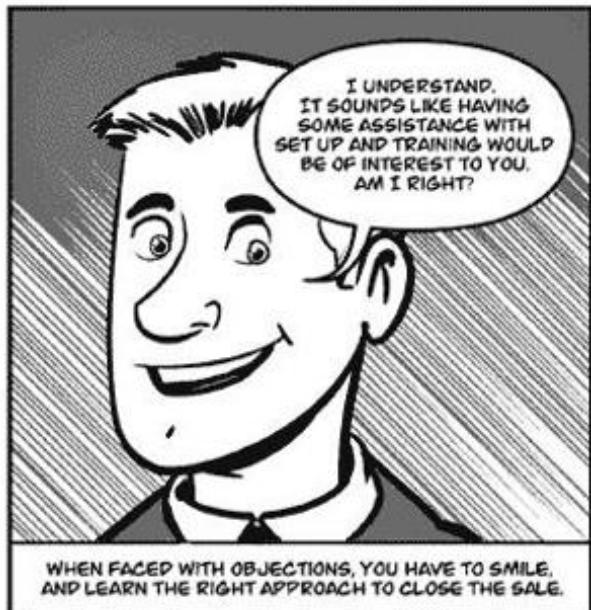
YOU MUST PRESENT YOUR PRODUCT IN SUCH A WAY THAT THE POTENTIAL CLIENT SEES THAT ITS JUST WHAT THEY HAD IN MIND ALL ALONG.



## HANDLING OBJECTIONS



I DON'T KNOW ...  
WE PURCHASED  
SIMILAR SOFTWARE  
LAST YEAR  
AND NEVER  
USED IT.

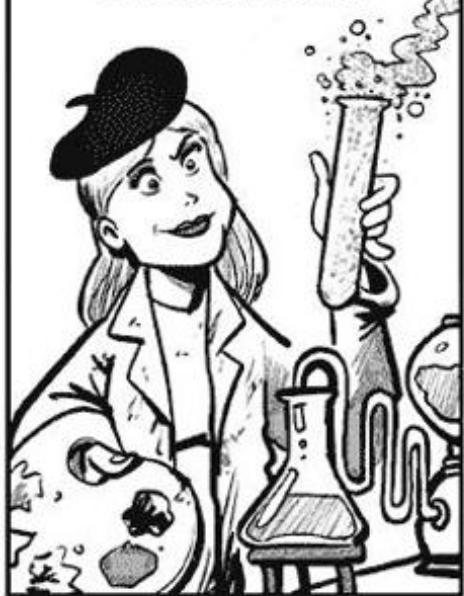


I UNDERSTAND.  
IT SOUNDS LIKE HAVING  
SOME ASSISTANCE WITH  
SET UP AND TRAINING WOULD  
BE OF INTEREST TO YOU.  
AM I RIGHT?

WHEN FACED WITH OBJECTIONS, YOU HAVE TO SMILE,  
AND LEARN THE RIGHT APPROACH TO CLOSE THE SALE.

## CLOSING THE SALE

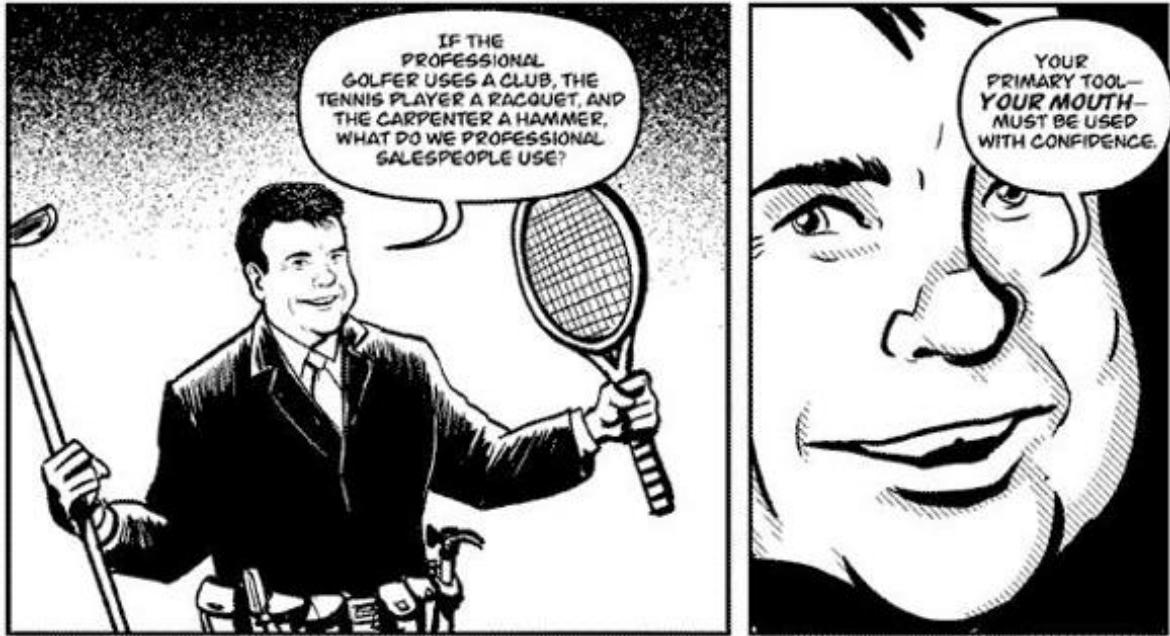
CLOSING EFFECTIVELY IS PART ART, PART SCIENCE ... AND THOSE ELEMENTS CAN BE LEARNED.



## REFERRALS

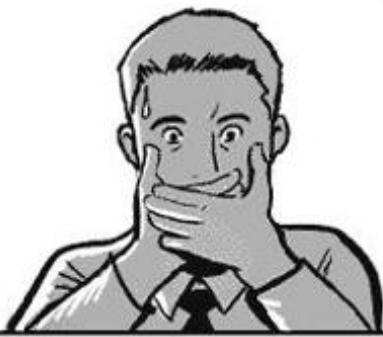
IF YOUR CLIENTS ARE HAPPY, THEY'LL WANT SOMEONE ELSE TO BE HAPPY, TOO. I'LL TEACH YOU HOW TO GET SOLID, QUALIFIED REFERRALS EVERY TIME, IF YOU'RE WILLING.





THE WORDS YOU SPEAK CAN DESTROY SALES AS WELL AS CREATE THEM, SO THINK OF YOUR MOUTH AS A SHARP-EDGED TOOL THAT MUST BE USED WISELY.

LEARN THE RIGHT WORDS TO SAY AND HOW TO SAY THEM AND YOU'LL BE ABLE TO CREATE WIN-WIN SELLING SITUATIONS.





CHAMPIONS RADIATE CONFIDENCE.



CHAMPIONS CLOSE WARMLY.



EVENTUALLY, THE VULTURES WHO THINK OF SELLING AS NOTHING MORE THAN AGGRESSION WILL BE DRIVEN OUT BY ENLIGHTENED SALESPeOPLE WHO QUALIFY THEIR PROSPECTS, CARE ABOUT THEIR CUSTOMERS, AND MAKE SURE THEIR CLIENTS DERIVE REAL BENEFITS FROM THEIR PURCHASES.

CHAMPIONS LOOK TO ONLY ONE PERSON FOR THEIR SELF-ASSURANCE, AND THAT ONE PERSON IS THEMSELVES.



CHAMPIONS WANT TO GET RICH. THAT'S RIGHT. RICH... BY HELPING OTHERS GET WHAT THEY WANT.





CHAMPIONS KNOW THAT, NO MATTER HOW GOOD THEY GET, THEY ARE STILL GOING TO FAIL SOME OF THE TIME BETWEEN THEIR SUCCESSES. IT'S ALL PART OF THE GAME WE CALL SELLING.

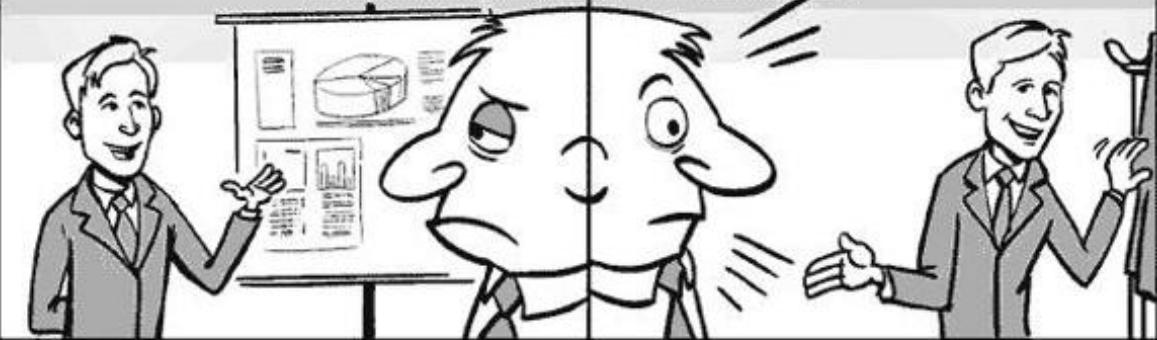


SO THEY DON'T HAVE TO HIDE THEIR TRUE FEELINGS WHILE THEY ARE FAILING BECAUSE THEY ARE STILL FILLED WITH ENTHUSIASM.

CHAMPIONS REALLY CARE ABOUT THEIR CLIENTS, AND THIS TRUE FEELING COMES THROUGH LOUD AND CLEAR TO THE PEOPLE THEY'RE HELPING TO ENJOY THE BENEFITS OF THEIR OFFERING.



CHAMPIONS DON'T TAKE REJECTION PERSONALLY.



CHAMPIONS BELIEVE IN CONTINUING EDUCATION.  
THEY STUDY TECHNIQUE. THEY LEARN NEW SKILLS.



HERE ARE THREE METHODS OF DEVELOPING THE  
BURNING DESIRE TO SUCCEED THAT CAN'T BE DENIED.  
THEY WORK-IF YOU WANT THEM TO.



YOU HAVE TO HAVE THE DESIRE TO SUCCEED  
AND MAKE THE EFFORT TO MAKE THIS  
TRAINING WORK.

THE GREATEST OBSTACLE TO DEVELOPING DESIRE IS OUR CONVICTION THAT WE'LL NEVER BE ABLE TO SATISFY IT, SO THE SAFEST COURSE OF ACTION IS TO DISCOURAGE THE DESIRE AND AVOID THE FRUSTRATION.



FOCUS ON THE SPECIFIC THINGS YOU WANT. MAKE AGREEMENTS WITH YOURSELF. DON'T MAKE YOURSELF WORK FOR NOTHING.





PRACTICE THE  
PRECISE  
WORDS YOU'LL  
USE UNTIL  
THEY'RE SECOND  
NATURE.  
DRILL YOURSELF  
ON DELIVERING  
THEM WITH  
CLARITY AND  
CONVICTION.

REHEARSE  
DELIVERING  
THEM IN AS LIFELIKE  
A SITUATION AS  
YOU CAN CREATE,  
WORKING  
IN COOPERATION  
WITH PEOPLE  
WHO CARE  
ABOUT YOUR  
SUCCESS  
IN THE  
BUSINESS.



QUESTIONS ARE THE MOST POWERFUL TOOLS A CHAMPION CAN USE. THERE ARE MANY TYPES OF QUESTIONS, BUT HERE ARE THREE PRINCIPLES FOR QUESTION-ASKING POWER.



ASK QUESTIONS THAT ARE DESIGNED TO GIVE YOU THE ANSWERS  
YOU NEED TO KEEP THE SALE MOVING FORWARD.



ASK DISCOVERY QUESTIONS THAT WILL REVEAL THE PRODUCTS AND SERVICES THEY WANT TO OWN.



AND WHAT  
IS THE BIGGEST  
CHALLENGE  
YOUR ORGANIZATION  
IS FACING  
CURRENTLY?

REMEMBER THAT YOU CAN'T LEAD PEOPLE TO DECISIONS UNTIL YOU MAKE THE DECISIONS.

COMPETITION ANALYSIS

COMPETITOR	X	Y
COMPETITOR A	✓	✗
COMPETITOR B	✗	✓
COMPETITOR C	✓	✓
COMPETITOR D	✓	✓
COMPETITOR E	✗	✓



YOUR JOB IS TO HELP YOUR CLIENTS MAKE DECISIONS THAT ARE TRULY GOOD FOR THEM. IF YOU CAN'T HELP THEM MAKE BETTER DECISIONS, WHAT DO THEY NEED YOU FOR?



REMEMBER THAT CHAMPIONS ONLY  
SELL THE FEATURES AND BENEFITS THAT  
THE PROSPECT WANTS TO BUY.



CHAMPIONS DON'T SELL BENEFITS BEFORE FINDING  
OUT WHAT BENEFITS THE PROSPECT WANTS AND NEEDS.



CHAMPIONS ALSO SELL TO THE PEOPLE WHO CAN BUY.



MANY SALESPeOPLE SPEND HOURS WITH PEOPLE WHO CAN'T SAY 'YES.'

IN MANY CASES, YOU'LL BE TOLD THAT NO ONE INDIVIDUAL MAKES THE DECISION YOU SEEK.

ALL BUYING DECISIONS ARE MADE BY COMMITTEE.



THERE ARE FEW SITUATIONS IN SALES MORE COMPLEX AND EASY TO BOTCH THAN THE UNREACHABLE COMMITTEE. FLEXIBILITY IN THESE SITUATIONS—AND SOME SKILL IN HANDLING GNOMES—is important.

## **BEWARE:**

THE GNOMES IN THE BACK ROOM ARE INSECURE,  
AND THEY CAN BE JEALOUS OF THE POWER  
WIELDED BY A DECISION-MAKER OR COMMITTEE.

YOU NEED TO MAKE THE GNOMES FEEL  
IMPORTANT AND POWERFUL IN ORDER TO  
GAIN THEIR TRUST AND GET THEM TO HELP YOU.



HAVE FAITH IN THE VALUE AND  
IMPORTANCE OF YOUR OFFERING.



MAKE SURE YOU'RE WORKING WITH THE RIGHT GNOME,  
NOT SOME CHAIR WARMER WHOSE MAIN JOB  
IS GETTING RID OF SALESPEOPLE.

THERE ARE TWO KINDS OF GNOMES: THOSE WHO RELISH DISPLAYING THEIR POWER BY COMMITTING THEMSELVES, AND THOSE WHO'LL NEVER COMMIT THEMSELVES.

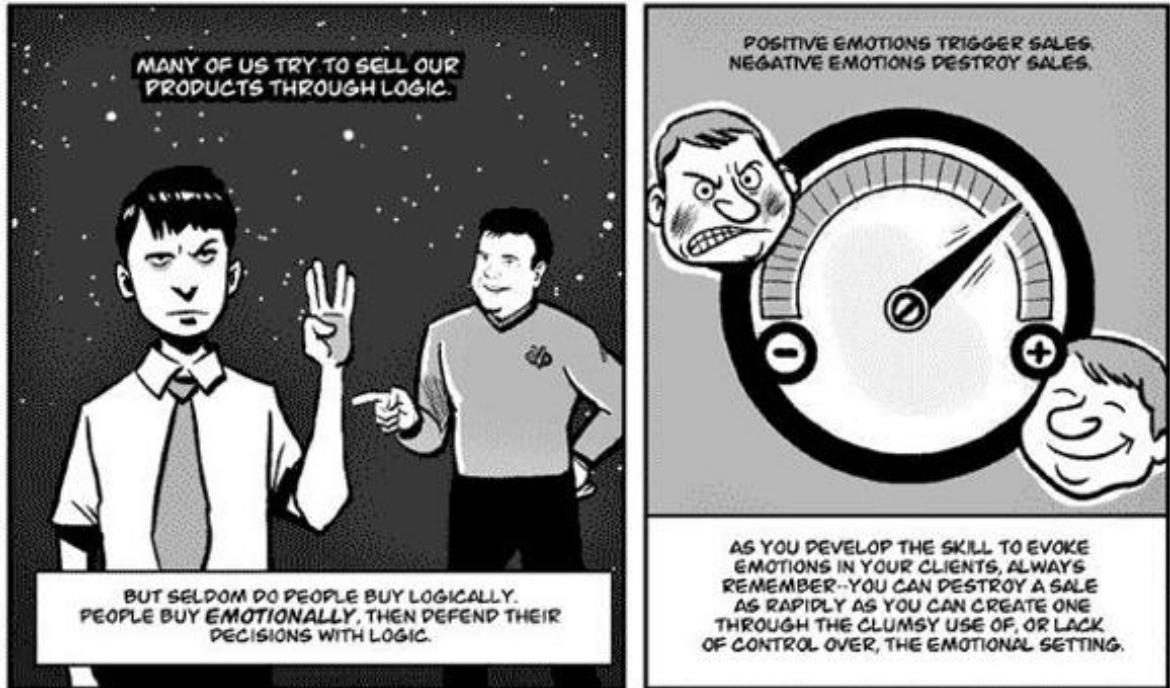


NEVER TRY TO GET AN IRONCLAD COMMITMENT FROM A RELUCTANT GNOME. IT CAN'T BE DONE.

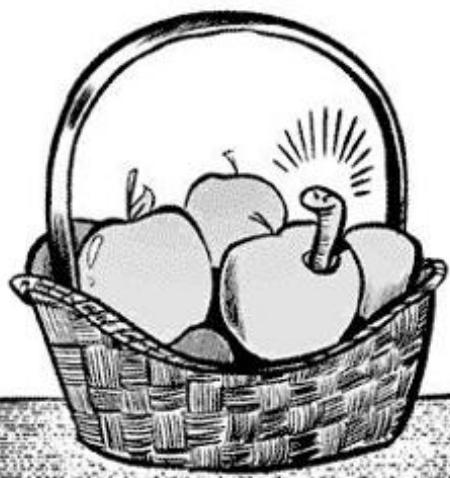
IF YOU CAN'T SELL A GNOME WITHIN A REASONABLE TIME, AND IF THE ORGANIZATION IS WORTH MORE OF YOUR TIME, TRY AN END RUN.



YOU RISK MAKING AN ENEMY OF THE GNOME, BUT WHAT DO YOU HAVE TO LOSE? YOU'VE ALREADY LOST—OR FAILED TO GAIN—the GNOME'S SUPPORT.



THE TRUTH IS ... ONE NEGATIVE CAN WIPE OUT MANY POSITIVES.



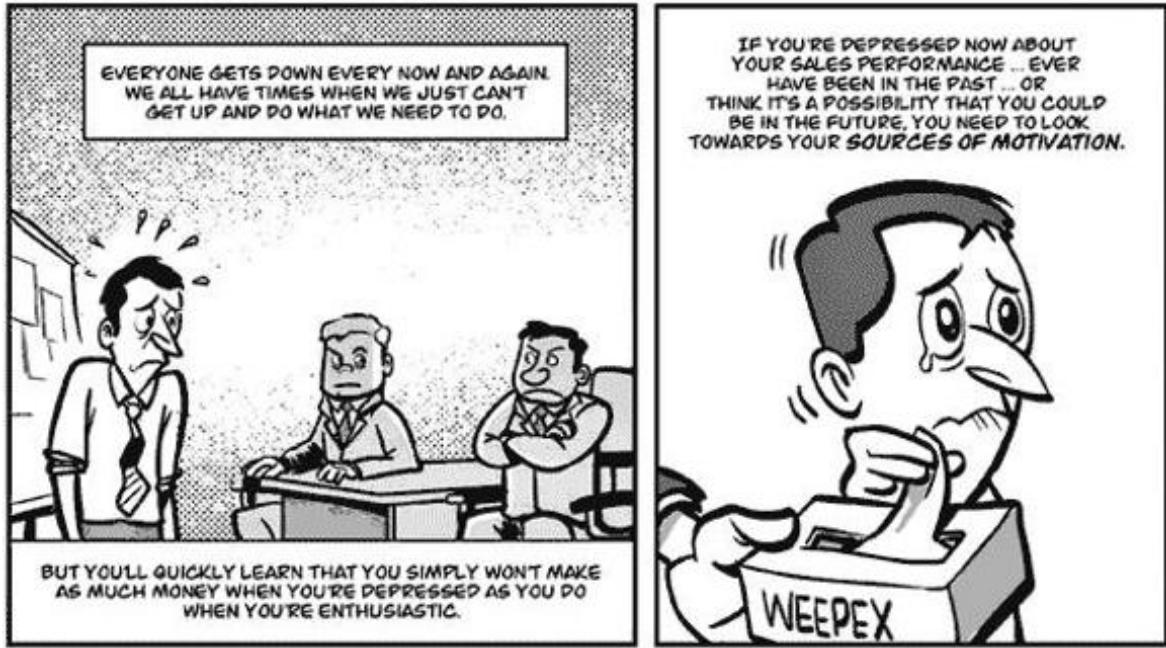
YOU MUST USE SENSES THAT SELL THE EMOTIONS.

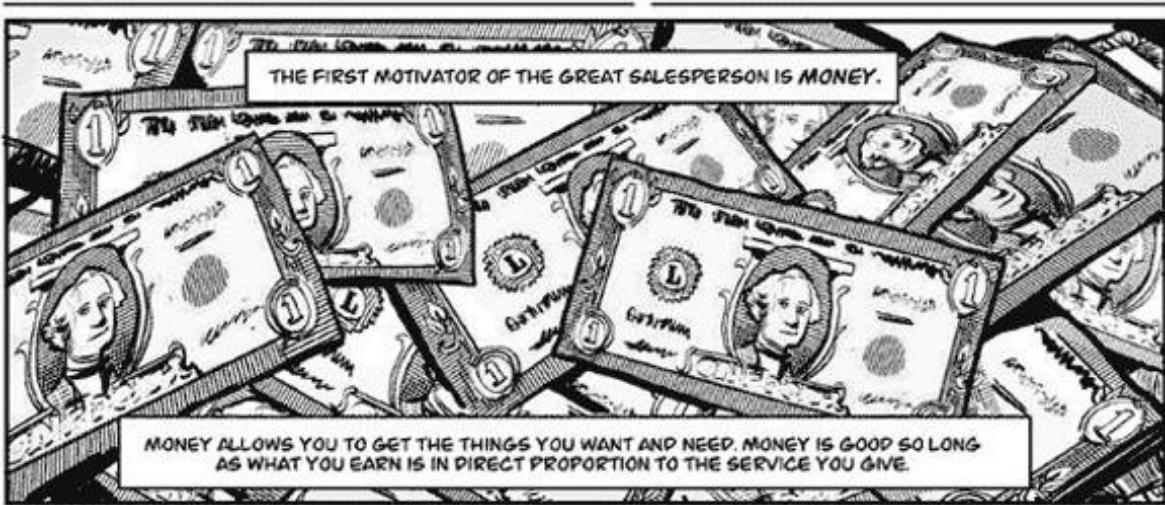


CHAMPIONS DO THEIR BEST TO GET AS MANY SENSES INVOLVED AS POSSIBLE. THE MORE SENSES YOU INVOLVE, THE BETTER YOUR ODDS OF MAKING A SALE.

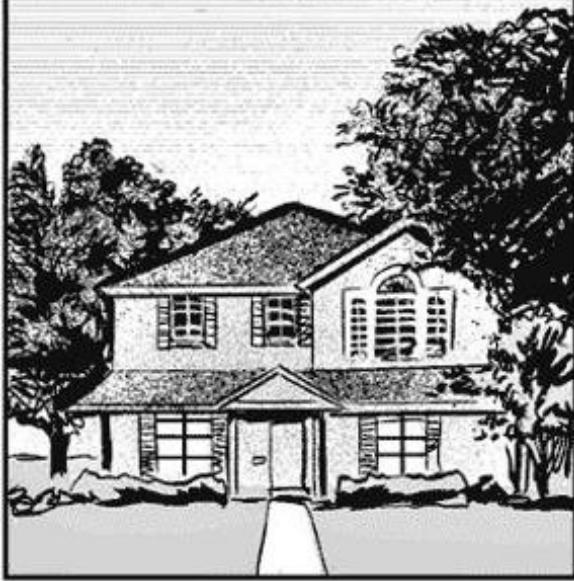


IF YOU'RE THE KIND OF PERSON WHO'S ALL TALK, TALK, TALK, TALK, TALK, HOW MANY SENSES ARE YOU INVOLVING?





THE SECOND MOTIVATOR IS SECURITY.



THE THIRD MOTIVATOR IS ACHIEVEMENT.



THE FOURTH MOTIVATOR IS RECOGNITION.



ACCEPTANCE BY OTHERS IS THE FIFTH MOTIVATOR.



THE SIXTH MOTIVATOR IS SELF-ACCEPTANCE.



SELF ACCEPTANCE IS THE STATE OF BEING YOUR OWN PERSON. SELF-ACCEPTANCE MARKS THE DAY WHEN THE OPINIONS OF OTHERS DON'T MATTER ANYMORE.

FAMILY IS THE SEVENTH MOTIVATOR.



YOU CAN WORK HARD TO ACHIEVE, EARN MONEY, BE RECOGNIZED, ATTAIN SECURITY, HAVE OTHERS  
ACCEPT YOU AND ACCEPT YOURSELF.



BUT IF YOU DON'T GIVE YOUR LOVED ONES A HIGH LEVEL OF "SERVICE"—BEING INVOLVED IN THEIR LIVES, PROVIDING  
THEM WITH RECOGNITION AND SECURITY, AND SO ON—YOU MAY FIND YOURSELF ALONE.

NOW WE'RE GOING TO TALK ABOUT WHY PEOPLE DON'T GET THE THINGS THEY'RE  
MOTIVATED TO SEEK--THE DEMOTIVATORS.



THE FIRST DEMOTIVATOR IS THE  
FEAR OF LOSING SECURITY.

IF YOU REFUSE TO GIVE  
UP ANYTHING THAT YOU HAVE  
NOW, WHERE WILL THE SPACE,  
TIME, MONEY, AND ENERGY  
COME FROM FOR  
NEW ACHIEVEMENTS?



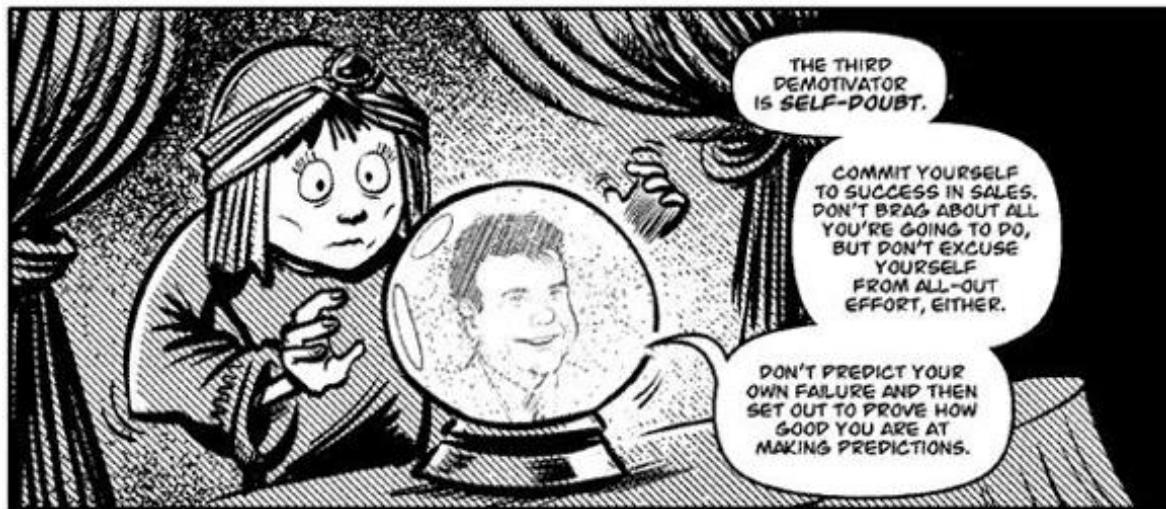
FEAR OF FAILURE  
IS THE SECOND DEMOTIVATOR.

BUT THE ONLY WAY  
TO AVOID FAILURE IS TO  
JUST NEVER TRY.



REMEMBER, IF YOU DO WHAT  
YOU FEAR MOST, YOU CONTROL  
FEAR. IF YOU DON'T CONTROL  
FEAR, FEAR CONTROLS YOU.





THE FOURTH DEMOTIVATOR IS THE PAIN OF CHANGE.

BUT DON'T  
FIGHT CHANGE.  
MAKE IT WORK  
FOR YOU.

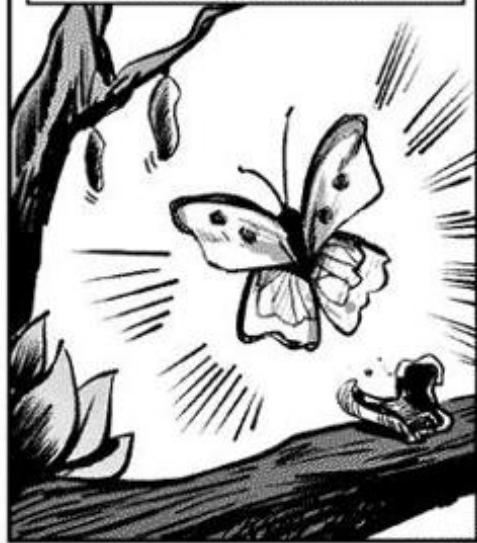




EVERY DAY, TELL SOMEONE THAT YOU'RE QUICK TO ADOPT NEW IDEAS, THAT YOU LIKE SAMPLING NEW THINGS, THAT YOU'RE ALWAYS LEARNING, CHANGING, AND GROWING. KEEP SAYING THAT AND YOU'LL BELIEVE IT, ACT ON IT, AND MAKE IT TRUE.



THE PAIN OF CHANGE IS ALWAYS FORGOTTEN WHEN THE BENEFITS OF THAT CHANGE ARE REALIZED.





NOBODY LIKES REJECTION, BUT REJECTION  
COMES WITH THE TERRITORY IN SELLING.





REJECTION AS  
COURSE CORRECTION.



IF YOU'RE OFF COURSE,  
IT TAKES NEGATIVE FEEDBACK TO  
GET YOU BACK ON COURSE.

THE HUMOR IN REJECTION.



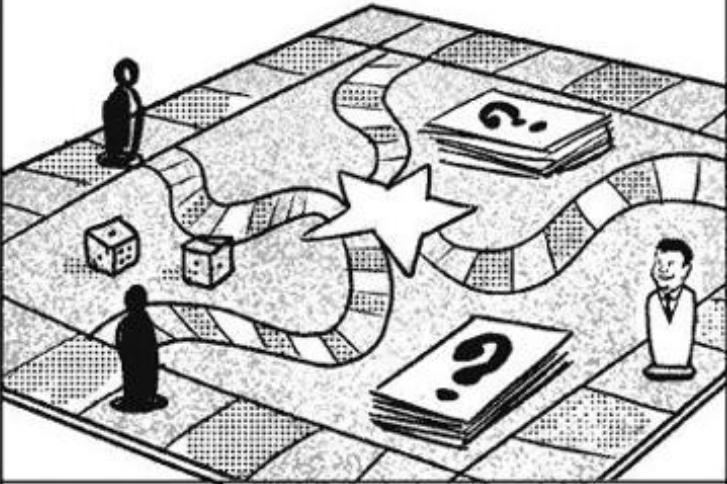
DO EVERYTHING POSSIBLE TO HOLD A SALE TOGETHER. BUT IF IT  
FRACTURES ANYWAY, THEN LOOK AT THE LIGHTER SIDE.

REJECTION AS PRACTICE.

REJECTION  
MEANS THAT YOU'VE  
HAD THE OPPORTUNITY  
TO PRACTICE YOUR  
TECHNIQUES AND  
PERFECT YOUR  
PERFORMANCE.



REJECTION AS PART OF THE GAME.



BEING REJECTED OR LOSING THE SALE IS ALL PART OF THE GAME YOU  
MUST PLAY IF YOU ARE GOING TO WIN IN THE LONG RUN.



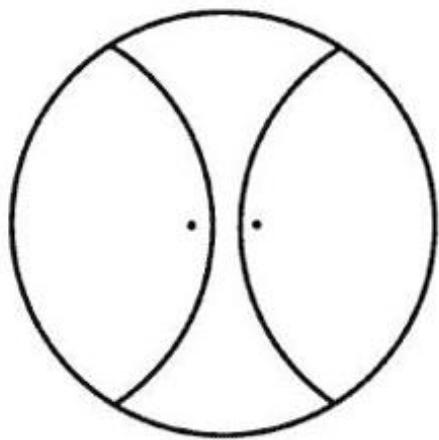


I AM NOT  
JUDGED BY THE NUMBER  
OF TIMES I FAIL, BUT BY  
THE NUMBER OF TIMES I  
SUCCEED, AND THE NUMBER  
OF TIMES I SUCCEED IS IN  
DIRECT PROPORTION TO  
THE NUMBER OF TIMES  
I CAN FAIL AND  
KEEP TRYING.



OF COURSE,  
AN ESSENTIAL PART OF  
SALES IS FINDING SOMEONE  
TO SELL TO. THIS IS  
CALLED PROSPECTING!

THERE'S A SIMPLE SECRET TO HELP YOU SUCCEED IN PROSPECTING, AND IT CAN BE SUMMED UP BY THIS DRAWING.



WHAT'S IT MEAN? SIMPLE.

IF YOU MEET 20 PEOPLE BELLY TO BELLY (OR FACE TO FACE IF YOU PREFER) EVERY DAY, YOU CAN'T HELP BUT SUCCEED.





THEN MOVE TO YOUR BEST FRIENDS AND NEIGHBORS. USE YOUR ADDRESS LIST AND THE CONTACTS IN YOUR PHONE LIST. USE YOUR CHRISTMAS CARD LIST IF YOU HAVE ONE.



WHY DO YOU WANT GRANDMA ON YOUR BUSINESS CONTACT LIST?



ONCE YOU HAVE YOUR LIST COMPLETE, DRAFT A SHORT LETTER ABOUT YOUR NEW POSITION. EXPLAIN THE BENEFITS YOUR PRODUCT OFFERS-NOT THE FEATURES, NOT THE TECHNICAL DETAILS.

DON'T TELL TOO MUCH, JUST ENOUGH SO PEOPLE GET THE GIST OF WHAT YOU'RE DOING.

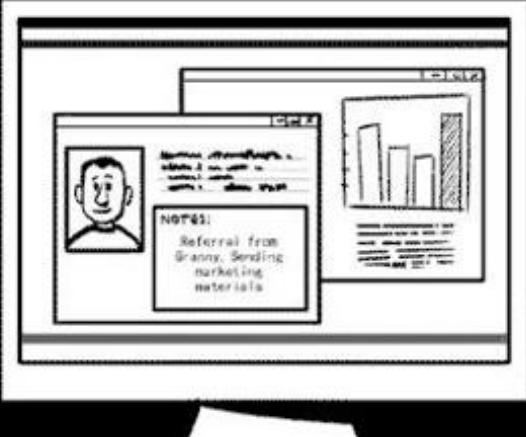
END BY ASKING THEM TO KEEP YOU IN MIND WHEN THE SUBJECT OF WHATEVER YOU'RE SELLING COMES UP.



FOLLOW UP WITH PHONE CALLS TO THE TOP  
TEN OR TWENTY PEOPLE ON YOUR LIST WHO  
WOULD BE MOST LIKELY TO HELP YOU.



TO KEEP YOUR LIST AND YOUR  
BUSINESS GROWING,  
ADD EVERYONE YOU TALK  
WITH EVERY DAY.



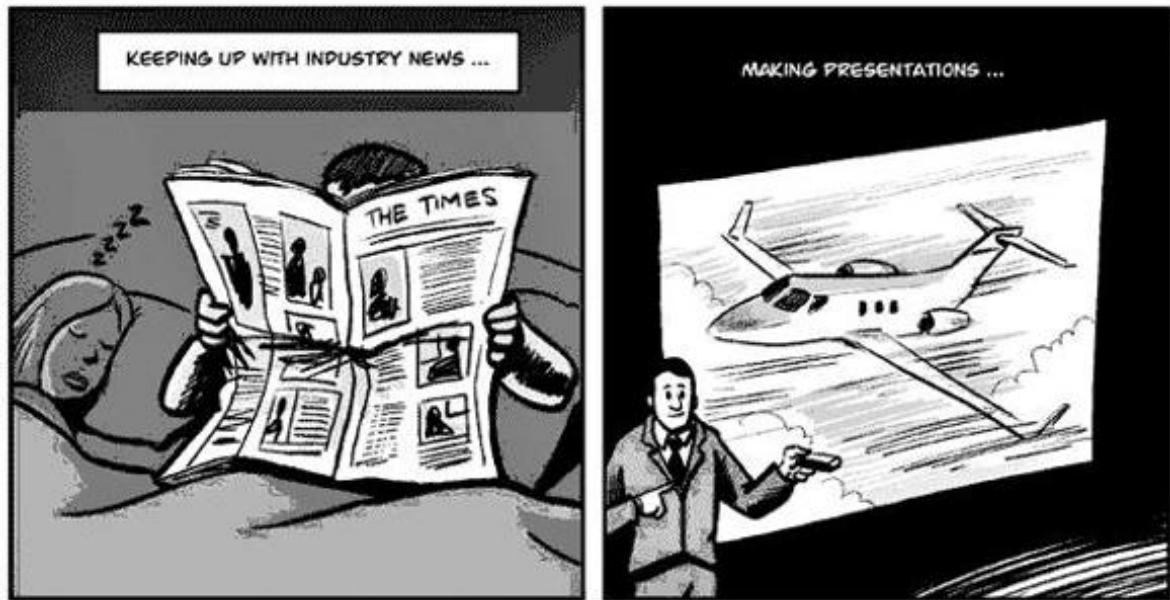
AFTER COMPLETING A SALE, CHAMPIONS SAY ....

I MUST FIND  
TWO MORE GOOD  
POTENTIAL FUTURE  
CLIENTS FOR THIS  
WONDERFUL  
OPPORTUNITY.



ONE OF THE BEST  
THINGS ABOUT SELLING,  
ESPECIALLY IN THE  
BEGINNING, IS THAT  
BEING BUSY AT FIRST  
LEADS TO BUSINESS.  
IN OTHER WORDS,  
ACTIVITY BREEDS  
PRODUCTIVITY.

NOW, YOU HAVE TO BE ACTIVE AT THE RIGHT THINGS, SUCH AS ...



SENDING THANK YOU NOTES, MAILINGS,  
BROCHURES, E-MAILS, NEWSLETTERS—  
WHATEVER—TO GENERATE LEADS FOR  
YOURSELF RATHER THAN WAITING FOR  
COMPANY-GENERATED LEADS.



MEETING NEW PEOPLE, GETTING REFERRALS,  
AND MAKING APPOINTMENTS ...

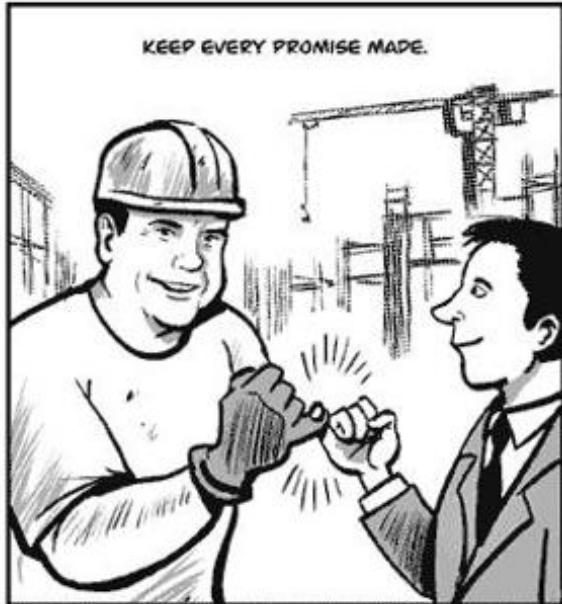




CALL PEOPLE BACK IMMEDIATELY.



KEEP EVERY PROMISE MADE.





KEEP IN TOUCH.

MOST CHAMPIONS MAKE SOME  
KIND OF CONTACT AT LEAST  
EVERY NINETY DAYS.

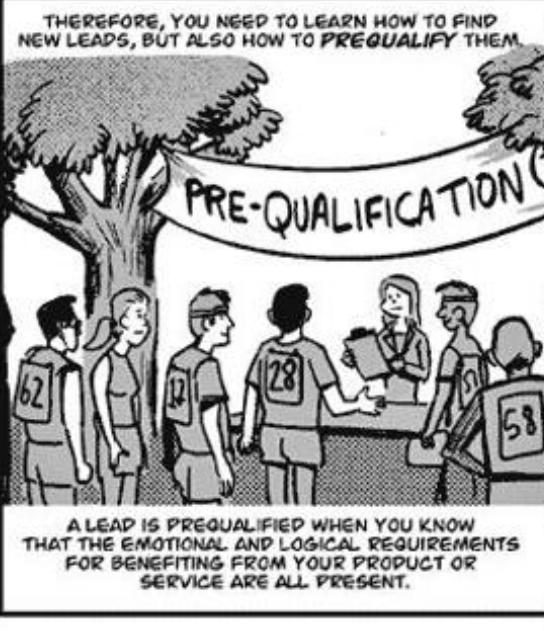
APRIL

X	X	X	X	X	X	X
X	X	X	X	X	X	X
X	X	X	X	X	X	X
X	X	X	X	X	X	X
X	X	X	X	X	X	X

THERE ARE ALSO LEADS YOU GENERATE WHERE THERE'S NO REFERRAL INVOLVED.



THEY'RE NOT PRE-QUALIFIED, SO YOU'LL ONLY CLOSE 10% OF THEM.



THE SALE DEPENDS ON EMOTION BACKED BY LOGIC.



BACKED BY LOGIC.



IT DOES NOT HAPPEN THE OTHER WAY AROUND.

YOU PREQUALIFY PEOPLE BY FINDING OUT WHETHER THE EMOTION THAT'S NECESSARY TO CARRY THE SALE TO COMPLETION EXISTS OR CAN BE CREATED.



AND YOU ALSO HAVE TO FIND OUT WHETHER THE LOGIC—which includes but is not limited to the ability to pay—EXISTS OR CAN BE CREATED.

THERE ARE A NUMBER OF TECHNIQUES  
TO HELP YOU DO THIS.



FOR EXAMPLE, THE ITCH CYCLE. THIS  
IS AN EXCITING WAY TO PROSPECT,  
NOT A SKIN DISEASE.

IN REAL ESTATE, FOR EXAMPLE, THE AVERAGE  
TURNOVER IS 3 TO 5 YEARS. THIS MEANS THE  
AVERAGE FAMILY STARTS CONSIDERING  
MOVING EVERY FIVE YEARS OR SO.



IF YOU'RE IN AUTOMOBILE SALES,  
PEOPLE GET THE ITCH TO BUY A  
NEW CAR ABOUT EVERY 30 MONTHS.



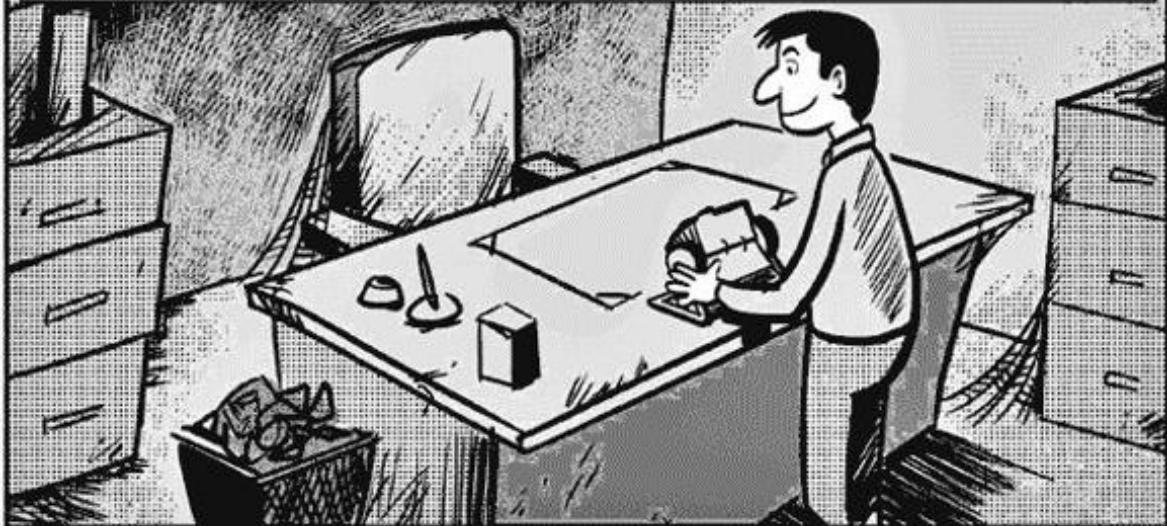
OFFICE EQUIPMENT SALESPEOPLE KNOW THAT THE CUSTOMER  
CYCLE IS ABOUT EVERY THREE YEARS.



CHAMPIONS KEEP IN TOUCH WITH ALL THEIR PAST BUYERS, AND THEY  
START THEIR UPDATE CAMPAIGN ABOUT SIXTY DAYS BEFORE  
THE ITCHIEST TIME.

## ORPHAN ADOPTION

WHEN SALESPeOPLE LEAVE AN ORGANIZATION, THEY LEAVE THEIR CLIENTELE BEHIND. SALES SUCCEED WHEN YOU FOLLOW UP WITH THIS CLIENTELE.



TECHNICAL ADVANCEMENT.



WE ALL WANT THE SHINIEST, NEWEST, FASTEST,  
HIGHEST-PERFORMANCE PRODUCTS AND SERVICES.  
WHEN YOU HAVE A NEW PRODUCT-OR AN OLD PRODUCT  
IN A NEW STYLE OR WITH A NEW FEATURE-CALL  
EVERYONE WHO ALREADY HAS YOUR PRODUCT.

KEEP UP WITH LOCAL NEWS.



READ ARTICLES AND NEWS ITEMS TO IDENTIFY  
WHERE YOUR PRODUCT OR SERVICE COULD HELP  
SOMEONE. CHAMPIONS READ THEIR LOCAL NEWS TO  
LOOK FOR WAYS TO GENERATE BUSINESS. DOZENS OF  
PEOPLE ADVERTISE A MESSAGE OF GREAT  
IMPORTANCE EVERY DAY: WE NEED YOUR HELP.



**SWAP MEETS AND LEAD CLUBS.**



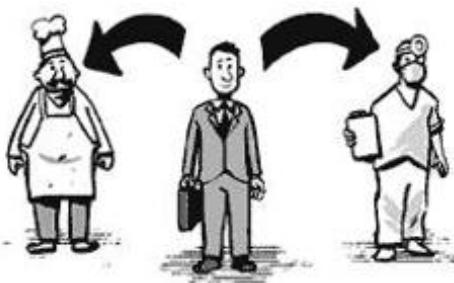
THE IDEA HERE IS TO MEET REGULARLY TO SWAP LEADS WITH CAREFULLY SELECTED SALESPEOPLE WHO SELL IN A NONCOMPETING FIELD.

**COMMUNITY INVOLVEMENT.**



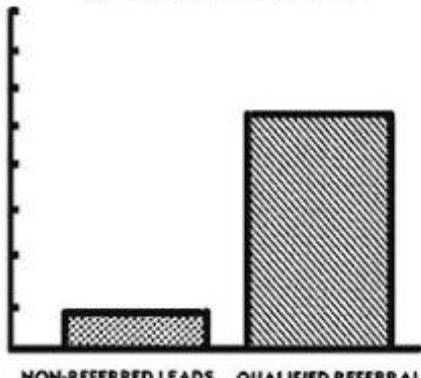
IF YOU WANT TO REACH PEOPLE LIVING IN A CERTAIN GEOGRAPHIC LOCATION, CONSIDER GETTING INVOLVED IN COMMUNITY EVENTS.

THE REFERRED LEAD, THOUGH, IS THE EASIEST TO CLOSE.



CHAMPIONS CLOSE REFERRALS TWICE AS FAST AS THEY CLOSE NON-REFERRED PROSPECTS.

EVEN MORE EXCITING IS THE FACT THAT CHAMPIONS WILL CLOSE 40 TO 60 PERCENT OF THEIR QUALIFIED REFERRALS.



LET ME SHOW YOU WHAT CHAMPIONS DO. ONCE YOU MASTER THIS, YOU'RE GOING TO GET QUALIFIED LEADS AFTER EVERY SALE.

YOU HAVE TO USE THIS TECHNIQUE IN A CASUAL, NON-THREATENING WAY. THE PROCESS BEGINS AS SOON AS YOU MEET PEOPLE.



DURING YOUR INITIAL CONVERSATION, YOU MUST LOOK FOR CLUES AS TO THE SMALL GROUPS OF PEOPLE YOUR CONTACT MIGHT KNOW.



THE TELEPHONE IS  
YOUR SECOND MOST  
IMPORTANT SELLING TOOL-  
THE FIRST BEING YOUR  
MOUTH. YET, FOR REASONS  
THAT ESCAPE ME, FEW  
SALESPEOPLE REALLY STUDY  
THE TECHNIQUES OF  
THE TELEPHONE.



THE WORST MISCONCEPTION THE AVERAGE  
SALESPERSON HAS ABOUT THE TELEPHONE IS  
THE IDEA THAT A TELEPHONE CAN SUBSTITUTE FOR  
A FACE-TO-FACE MEETING WITH THE PROSPECT.



UNLESS YOU ARE IN TELEMARKETING YOU MUST MEET ALL  
QUALIFIED, INTERESTED CALLERS IN PERSON.

LET ME GIVE YOU SOME BASIC TIPS ON  
HOW TO USE THE TELEPHONE TO GENERATE  
MONEY, NOT TROUBLE.

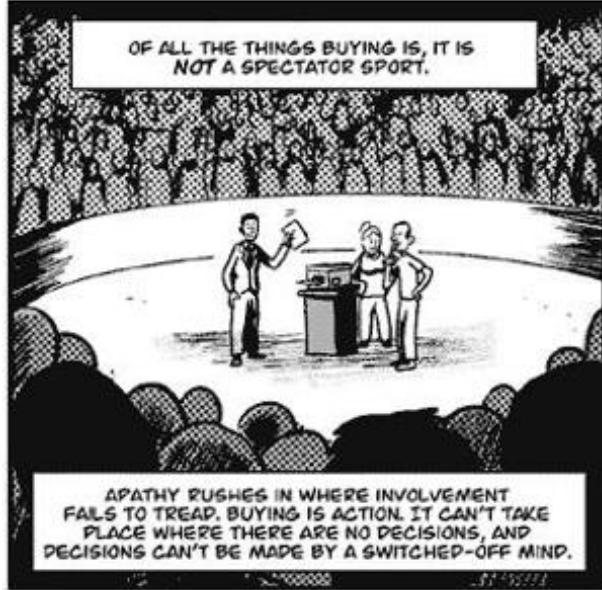


ALWAYS BE COURTEOUS, AND HANDLE  
CALLS IMMEDIATELY.

ABOVE ALL, DO ANYTHING TO MEET THE CALLER.  
IF YOU ANSWER ALL THEIR QUESTIONS OVER  
THE PHONE, WHY DO THEY NEED TO MEET  
YOU? IF YOU DON'T MEET THEM, YOU  
WON'T SELL THEM.









LIST EVERY QUESTION AND OBJECTION THAT YOU'RE LIKELY TO ENCOUNTER.



ARRANGE THE CAPABILITY DEMONSTRATION AND THE QUESTION/OBJECTION ANSWERING INTO A SMOOTH-FLOWING SEQUENCE.

PRACTICE YOUR NEW TECHNIQUE ON ANYONE YOU CAN.





RESEARCH INDICATES THAT MOST SALESPeOPLE PUT IN 80 TO 90 PERCENT OF THEIR TIME PRESENTING AND DEMONSTRATING, LEAVING ONLY 10 TO 20 PERCENT FOR OTHER THINGS.

### CHAMPIONS

40% Presenting  
10% Prospecting  
50% Qualifying & planning

### EVERYONE ELSE

90% Demonstrating  
10% Everything else

CHAMPIONS, ON THE OTHER HAND, SPEND ONLY 40 PERCENT OF THEIR TIME PRESENTING, NO MORE THAN 10 PERCENT PROSPECTING, AND ABOUT 50 PERCENT QUALIFYING AND PLANNING. AND CHAMPIONS CLOSE A FAR HIGHER PERCENTAGE OF THE PEOPLE THEY PRESENT TO THAN THE NON-CHAMPIONS.

IF YOU WANT TO MAKE A HALF-HOUR SPEECH,  
YOU SHOULD REALLY WRITE A TEN-MINUTE SPEECH.



WHY?

IF YOU'RE  
GOING TO GET  
YOUR POINT ACROSS,  
YOU MUST FOLLOW  
THESE STEPS ...

TELL THEM  
WHAT YOU'RE  
GOING TO  
TELL THEM.

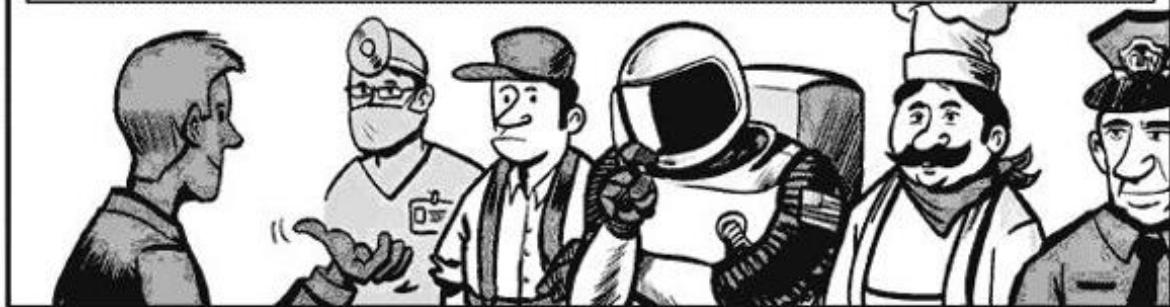
TELL  
THEM WHAT  
YOU'RE THERE  
TO TELL  
THEM.

TELL THEM  
WHAT YOU  
JUST TOLD  
THEM.





A CHAMPION SPEAKS TO A PLUMBER IN A PLUMBER'S LANGUAGE AND TO A DOCTOR IN A DOCTOR'S LANGUAGE.



THE CHAMPION LEARNS TO SPEAK MANY LANGUAGES BECAUSE IT'S THE MOST EFFICIENT WAY TO ESTABLISH RAPPORT WITH DIFFERENT GROUPS OF PEOPLE.



DURING YOUR PRESENTATIONS, KEEP CLIENTS MENTALLY AND PHYSICALLY INVOLVED. YOU DO THIS BY ASKING INVOLVEMENT QUESTIONS THAT WILL KEEP THEM THINKING ABOUT HOW THEY'LL USE YOUR OFFERING ONCE THEY OWN IT.











THE FIRST IMPRESSION YOU MAKE WITH POTENTIAL CLIENTS WILL MAKE OR BREAK YOUR CHANCES OF SERVING THEM TODAY AND FOR MANY YEARS DOWN THE ROAD.

OUR MAIN GOAL WHEN FIRST MEETING A PERSON IS TO REMOVE FEAR AND ALLOW THEM TO RELAX.



IF THE DOMINANT MOOD IN THEIR MINDS IS FEAR--THAT YOU'LL PUSH THEM-- THEY SIMPLY AREN'T CAPABLE OF MAKING THE KIND OF POSITIVE DECISION YOU'RE LOOKING FOR.

WHEN MEETING A POTENTIAL CLIENT, SMILE ... LOOK IN THEIR EYES ... AND GREET THEM PROPERLY.

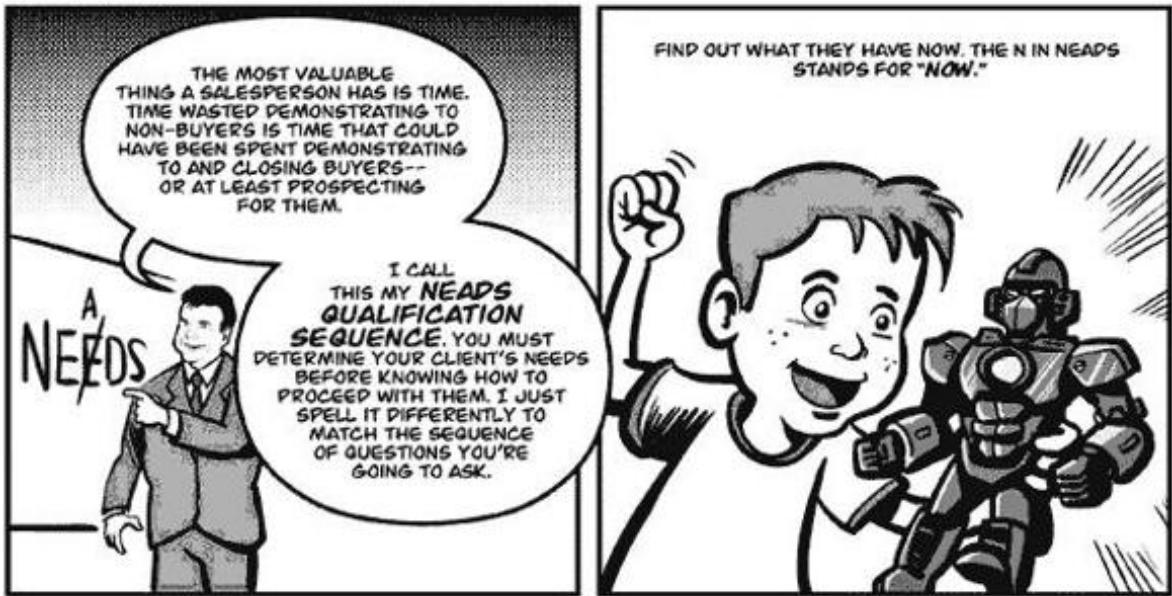




MANY AVERAGE SALESPeOPLE CAN'T WAIT TO RUSH FORWARD AND SHAKE EVERYONE'S HANDS ...  
BUT MANY PEOPLE DON'T WANT TO BE TOUCHED BY STRANGERS.



SIMPLY LET THE PROSPECTS DETERMINE IF THEY WANT TO SHAKE HANDS OR NOT.





FIND OUT WHAT THEY LIKE MOST ABOUT THE PRODUCT  
OR SERVICE THEY NOW HAVE. THE E IN NEEDS  
STANDS FOR "ENJOY."



"WHAT WOULD YOU LIKE TO SEE ALTERED OR IMPROVED  
IN YOUR NEW PRODUCT OR SERVICE?" THE A IN NEEDS  
STANDS FOR "ALTER."

"WHO IN ADDITION TO YOURSELF WILL MAKE THE FINAL DECISION?"



THE D IN NEEDS IS TO REMIND YOU TO BE CERTAIN YOU'RE TALKING WITH THE REAL "DECISION MAKER."

"IF WE WERE FORTUNATE ENOUGH TODAY TO FIND THE RIGHT SOLUTION FOR YOUR NEEDS WOULD YOU BE IN A POSITION TO PROCEED?"



THE S IN NEEDS STANDS FOR "SOLUTION."

INSTEAD OF TRYING TO GO FROM EIGHT POSSIBILITIES TO THE ONE MACHINE PROSPECTS WILL BUY, FRAME THEM IN TO THE MOST LIKELY THREE FIRST.



USE THE TRIPPLICATE OF CHOICE FOR MONEY, TOO.

MOST PEOPLE  
INTERESTED IN  
ACQUIRING THIS  
MACHINE WITH ALL ITS  
FEATURES ARE PREPARED  
TO INVEST \$12,000. A FORTUNATE  
FEW CAN INVEST BETWEEN  
\$15,000 AND \$20,000.



AND THEN  
THERE ARE THOSE ON  
A LIMITED OR FIXED BUDGET  
WHO-- WITH THE HIGH COST  
OF EVERYTHING TODAY--  
CAN'T GO HIGHER  
THAN \$10,000.



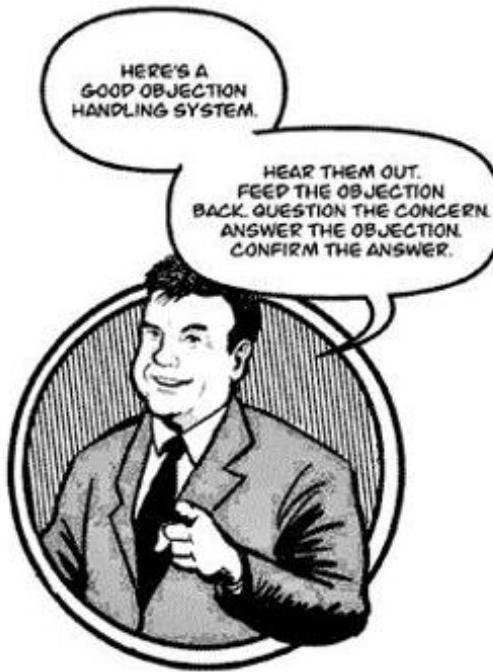
MINOR OBJECTIONS ARE DEFENSE MECHANISMS.



PEOPLE USE THEM TO SLOW THINGS DOWN. THEY DON'T MEAN THAT THEY DON'T WANT TO BUY; THEY MAY NEED ADDITIONAL INFORMATION BEFORE COMMITTING THEMSELVES.









ALWAYS HAVE YOUR CLOSING MATERIALS WITH YOU.  
BE READY TO CLOSE ANYTIME AND ANYWHERE.

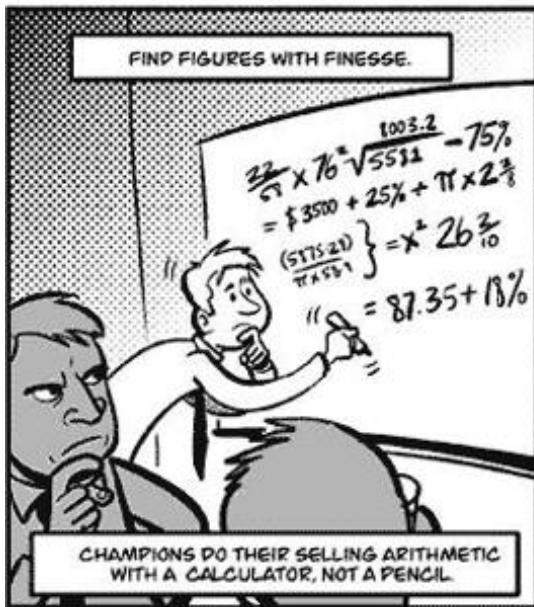


A SUPPLY OF CLOSING MATERIAL SHOULD TAKE UP  
A PERMANENT RESIDENCE IN YOUR BRIEFCASE, CLUB  
LOCKER, OVERNIGHT BAG, CAR—AND LET'S  
NOT OVERLOOK YOUR OFFICE DESK.

WORK CLEAN.



USE CRISP NEW FORMS, NOT THE ONES  
YOU SPILLED COFFEE ON.





THE DEFINITION OF CLOSING IS PROFESSIONALLY USING PEOPLE'S DESIRE TO OWN THE BENEFITS OF YOUR PRODUCT. THEN, BLENDING YOUR SINCERE DESIRE TO SERVE IN HELPING THEM MAKE DECISIONS THAT ARE TRULY GOOD FOR THEM.



THE REASON SO MANY PEOPLE NEED HELP IN MAKING DECISIONS IS THAT THEY'RE AFRAID OF MAKING BAD ONES. INDECISION IS ONE OF THE GREAT DESTROYERS. IT DRIVES A FEW PEOPLE CRAZY, AND SAPS THE ENERGY OUT OF MOST OF US.





...WHEN THEY'VE BEEN COMING ALONG AT A CERTAIN PACE, AND SUDDENLY THEY SLOW THE PACE DOWN.



...WHEN THEY'VE MOSTLY BEEN LISTENING, AND SUDDENLY THEY START ASKING A LOT OF QUESTIONS.





THERE ARE 16 POWERFUL CLOSES THAT WILL WORK WELL FOR THE ASPIRING CHAMPION.



EVERY TIME YOU MASTER ONE OF THESE CLOSES, YOU'LL INCREASE YOUR SALES BY AT LEAST 10%. IT'S POSSIBLE THAT YOU MAY DOUBLE YOUR SALES WITH EACH CLOSE YOU MASTER. YOU MAY EVEN DO BETTER THAN THAT.

THE BASIC ORAL CLOSE.

THIS IS PRIMARILY FOR INDUSTRIAL, COMMERCIAL, AND GOVERNMENTAL SALES.

BY THE WAY,  
WHAT PURCHASE ORDER  
NUMBER WILL BE ASSIGNED  
TO THIS REQUISITION?



THE BASIC, WRITTEN CLOSE A.K.A. THE "LET ME MAKE A NOTE OF THAT" CLOSE.

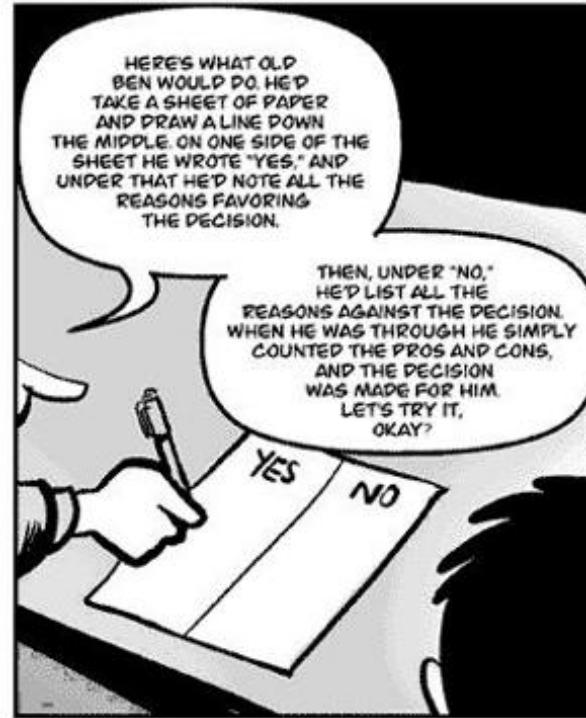
THIS IS AN EFFECTIVE CLOSE IF YOU USE AN ORDER FORM.



THE BENJAMIN FRANKLIN BALANCE SHEET CLOSE.



THIS CLOSE IS BASED ON THE ACTUAL WAY BENJAMIN FRANKLIN ARRIVED AT DECISIONS, AND MUCH OF ITS PERSUASIVENESS COMES FROM OUR RESPECT FOR HIS NAME.



THE "I WANT TO THINK IT OVER" CLOSE.

NEARLY ALL OF YOUR POTENTIAL CLIENTS WILL TRY TO SLOW THINGS DOWN BY MAKING ONE OF THE FOLLOWING STATEMENTS.

I WANT TO THINK IT OVER.

I WANT TO SLEEP ON IT.

I DON'T JUMP INTO THINGS.

WHEN YOU HEAR ANY OF THOSE LINES AFTER YOU'VE LEARNED THIS CLOSE, YOU'LL THINK ...

I OWN THIS ...



HERE'S WHAT THE CHAMPION DOES WHEN THE CLIENT PLAYS THE "I WANT TO THINK IT OVER" NUMBER.



AGREE WITH THEM. CONFIRM THE FACT THAT THEY'RE GOING TO THINK IT OVER. CLARIFY AND ASK AGAIN.

JUST TO CLARIFY MY THINKING,  
WHAT IS IT THAT YOU  
WANTED TO THINK OVER  
IS IT THE INTEGRITY  
OF MY COMPANY?



NOTICE THAT I RAN THOSE TWO SENTENCES TOGETHER. REMEMBER THAT PAUSING BETWEEN "OVER" AND "IS" IS OFTEN PURE DISASTER. DON'T TURN THIS MOST IMPORTANT ELEMENT OF THE CLOSE INTO TWO SENTENCES.



THE REDUCTION TO THE RIDICULOUS CLOSE.



HAVE YOU EVER HEARD, "IT'S HIGHER THAN WE  
WANTED TO GO?" I HAVE, HUNDREDS OF TIMES. AND I  
NEVER SOLD MUCH UNTIL I LEARNED HOW TO TURN  
THIS STALL INTO A CLOSE.

THE FIRST STEP IS TO FIND OUT  
HOW MUCH "TOO MUCH" IT IS.



IT'S  
\$2000  
MORE THAN  
I WANT  
TO PAY



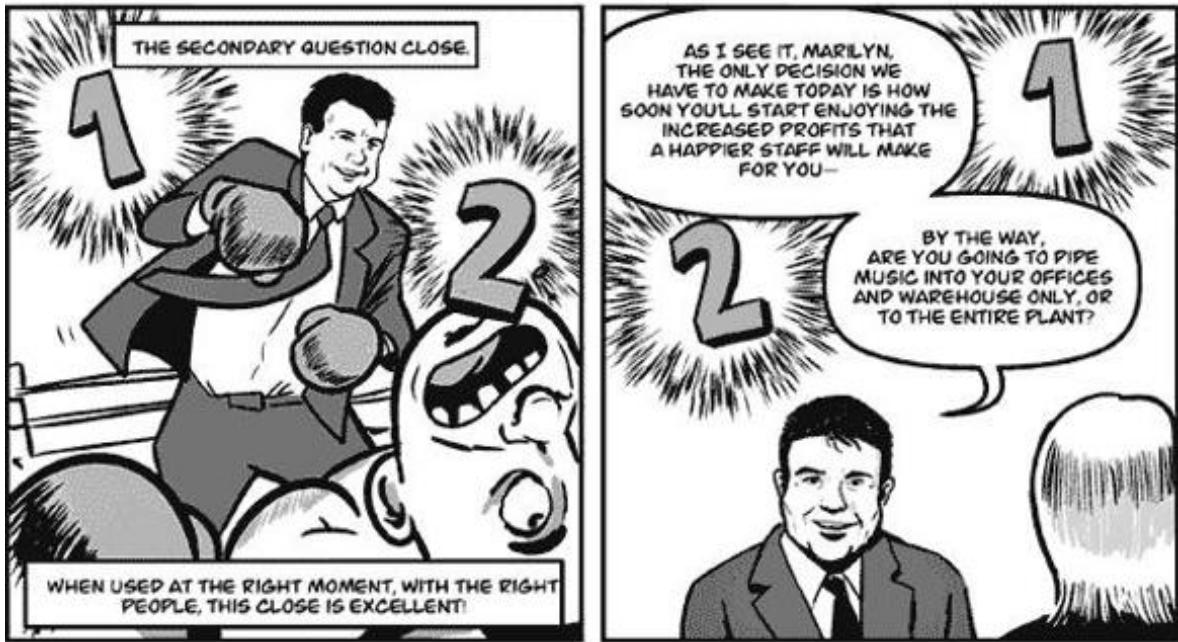


THE SHARP ANGLE CLOSE.



SHARP-ANGLING INVOLVES TWO PIVOTAL POINTS. YOU MUST KNOW WHAT BENEFITS YOU CAN DELIVER, AND YOU HAVE TO KNOW HOW TO PAN THE GOLD FROM THAT INFORMATION.









THIS IS A CUTE ONE THAT, IN THE RIGHT CIRCUMSTANCES, WILL REALLY SHAKE THE APPLES OUT OF THE TREE. IMAGINE YOU'RE PRACTICING THE WISE ADVICE OF SHUTTING UP AFTER ASKING A CLOSING QUESTION, BUT NO ONE ELSE IS TALKING EITHER.



THE PUPPY DOG CLOSE.

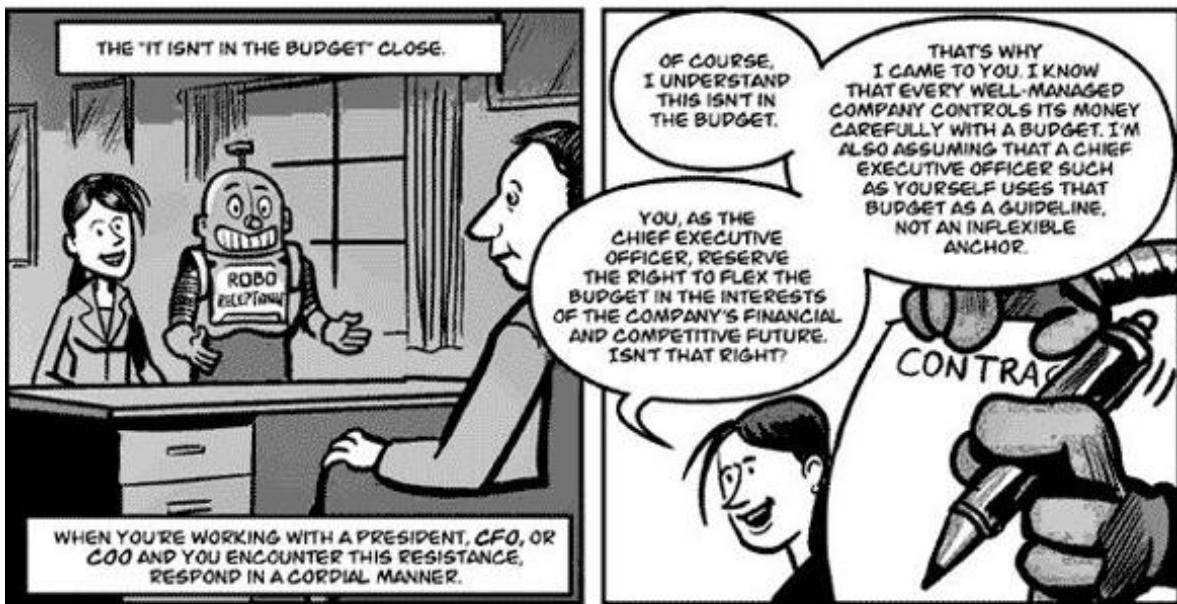


WITH THIS TECHNIQUE, YOU SELL YOUR PRODUCT JUST LIKE YOU WOULD A PUPPY DOG. HOW DO YOU SELL A PUPPY? YOU LET THE CLIENT TAKE IT HOME.

THE SIMILAR SITUATION CLOSE.



WHEN YOU FIND YOURSELF WORKING WITH SOMEONE WHO HAS A CONCERN SIMILAR TO ONE YOU'VE JUST OVERCOME, YOU CAN SHARE THE STORY.









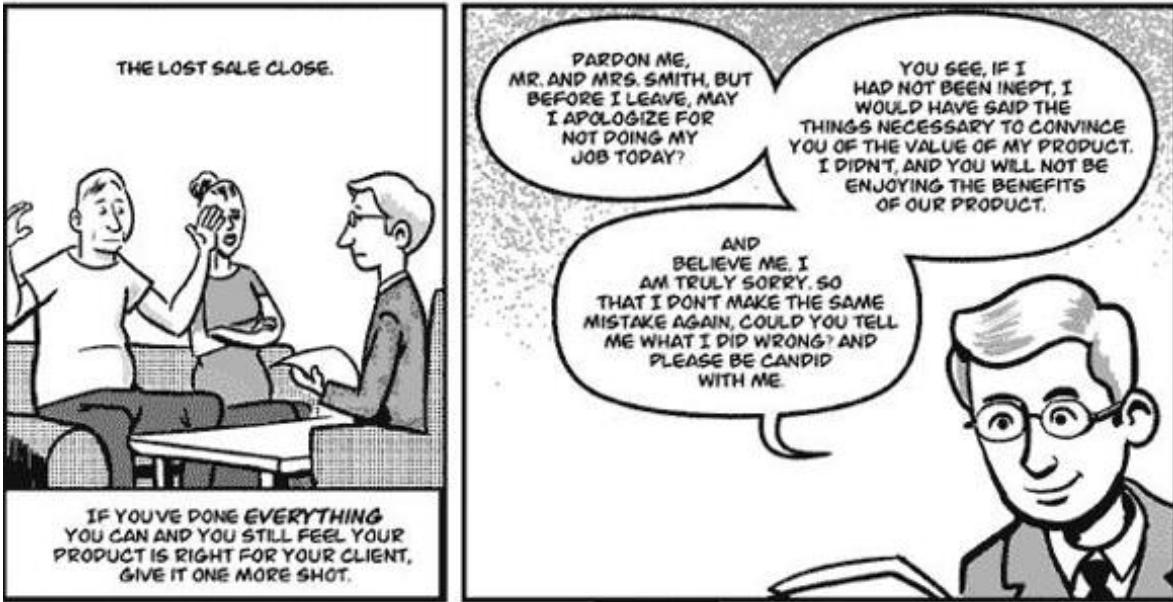
THE HIGHER AUTHORITY CLOSE.



IF YOU'RE SELLING WELDING EQUIPMENT AND ONE OF YOUR CLIENTS IS A TOP STEEL FABRICATOR, THEIR PRODUCTION MANAGER MIGHT BE A GREAT CHOICE FOR AN EXPERT IN THE EYES OF SMALLER STEEL FABRICATORS.







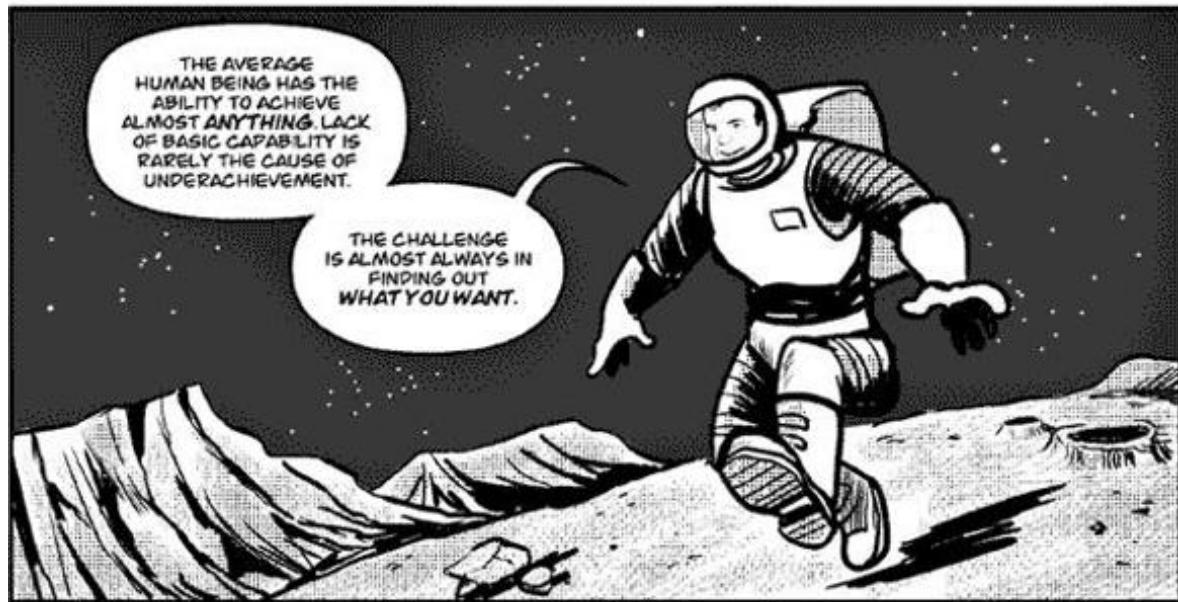
IF YOU DELIVER THOSE WORDS WITH WARMTH AND SINCERITY, THE CLIENTS WILL USUALLY GIVE YOU SOMETHING YOU CAN WORK WITH.



BUT WHAT IS THE MOST VITAL SKILL FOR YOU TO CULTIVATE ON YOUR PATH TO BECOMING A CHAMPION?

Who wants to be a Champion

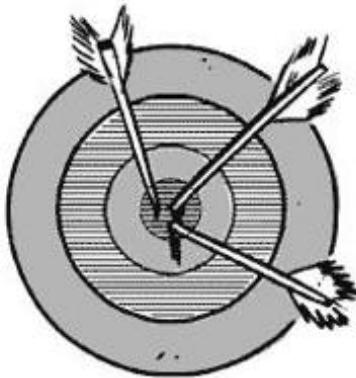




IF YOU REALLY WANT SOMETHING, THAT DESIRE WILL MAKE A DIFFERENCE IN YOUR LIFE. YOU'LL DO WHATEVER IT TAKES TO ACHIEVE IT. YOU'LL SACRIFICE PLEASURES AND CHANGE YOURSELF AND GROW SO THAT YOU CAN HAVE WHAT YOU WANT.



GOAL-SETTING IS THE MOST NECESSARY OF ALL SKILLS, AND SOME RULES MUST BE FOLLOWED IF THE SYSTEM IS GOING TO WORK.



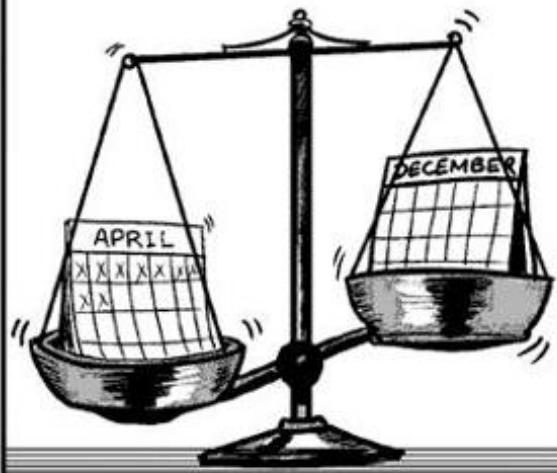




DON'T SET SHORT-TERM GOALS  
FOR MORE THAN 90 DAYS.



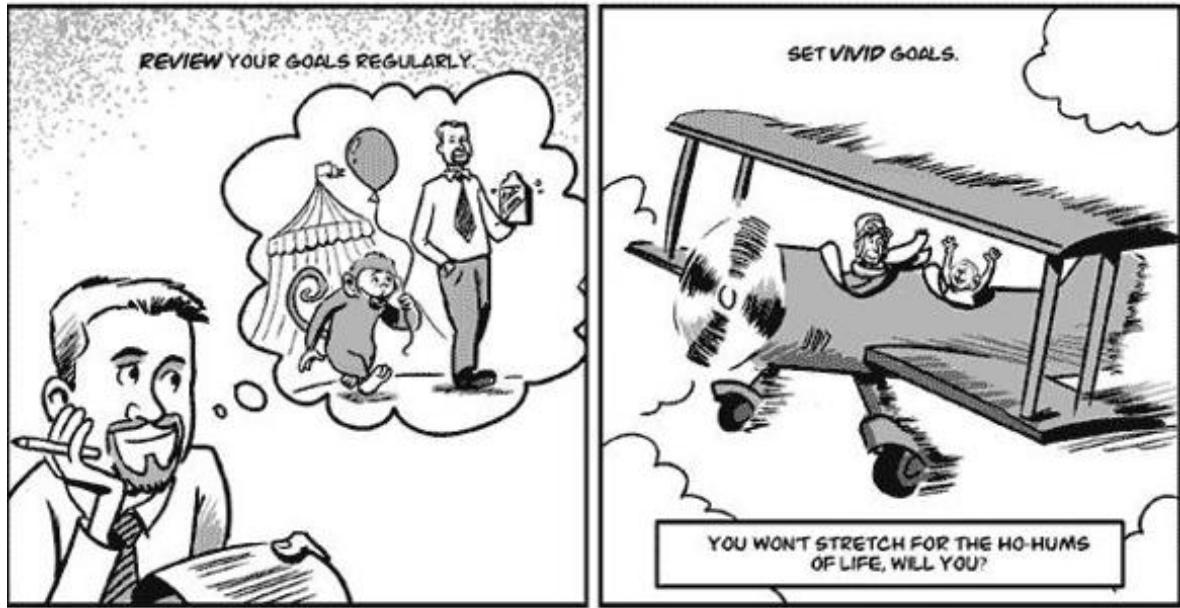
MAINTAIN A BALANCE OF SHORT AND  
LONG-TERM GOALS.



INCLUDE YOUR LOVED ONES IN YOUR GOALS.







DON'T CHISEL YOUR GOALS IN GRANITE.



REACH OUT INTO THE FUTURE. BEGIN BY SETTING 20 YEAR GOALS.





UNDERSTAND  
LUCK, AND MAKE  
IT WORK FOR YOU.

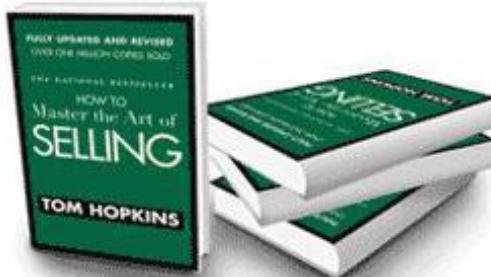
GOOD LUCK COMES  
WHEN PREPAREDNESS AND  
OPPORTUNITY MEET. KEEP  
YOUR POSITIVE EXPECTATIONS IN  
MIND AND YOUR SUBCONSCIOUS  
WILL WORK FOR YOU,  
SEEKING OUT "LUCK."







The book that inspired the comic



Available wherever books are sold!

Also available in hard copy!



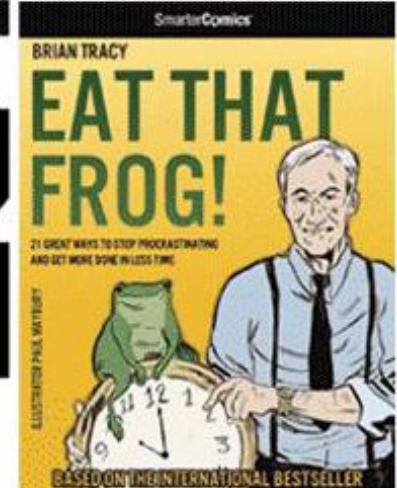
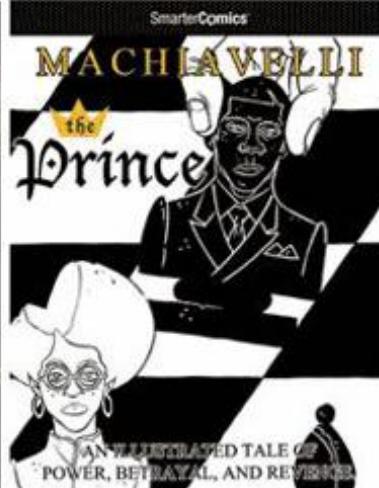
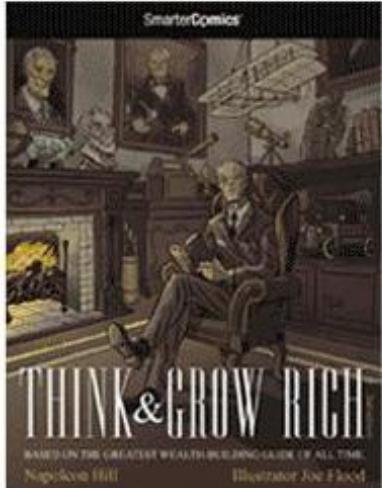


TOM HOPKINS failed miserably during the first six months of his career in real estate, before discovering and applying winning sales techniques that earned him more than a million dollars in just three years, leaving him fabulously wealthy by age 27. He went on to set records that remained unbroken until this century. In his last year as an agent, he sold 365 homes—the equivalent of one per day. In a period of six years, he closed 1,553 real estate transactions. Today he spends his time teaching others how to become sales champions and how to succeed beyond their wildest imaginings.



**Bob Byrne** is an Irish born writer and artist currently living in Spain. Bob has 15 years experience covering product design, caricatures, cartooning, comics and children's books and his comics have appeared in dozens of publications worldwide. He was one of the first publishers of Irish comics and helped kick off the Irish comics industry with MBLEH and The Shiznit. After a few years of self publishing comics in Ireland he took a break to work on his first Graphic Novel, *Mister Amperduke*, an epic story told without words.

## ALSO AVAILABLE FROM SMARTERCOMICS FOR KINDLE:



# **Quiz**

**Q.1 In order to achieve the level of a great salesperson:**

- a) You have to be born with a gift.**
- b) You have to be willing to work hard.**
- c) You need to have an IQ of 125.**

**Q.2 Buyers tend to buy based on:**

- a) Logic.**
- b) Emotions.**
- c) Both logic and emotions.**

**Q.3 What is the first motivator for a great salesperson?**

- a) Achievement.**
- b) Security.**
- c) Money.**

**Q.4 What is the first demotivator in the sales business?**

- a) Fear of losing security.
- b) Fear of losing money.
- c) Fear of rejection.

**Q.5 What is a simple secret to succeeding in prospecting?**

- a) Meet 20 people face-to-face every month.
- b) Meet 20 people face-to-face every day.
- c) Meet 20 people face-to-face every week.

**Q.6 Q: You should make some kind of contact with your customers at least:**

- a) Every 120 days.
- b) Every 90 days.
- c) Every 60 days.

**Q.7 If you can generate qualified referrals, your chance of closing them is:**

- a) 40%-60%
- b) 10%-30%
- c) 70%-90%

**Q.8 You should give the entire body of your presentation in less than?**

- a) 17 minutes.
- b) 37 minutes.
- c) 27 minutes.

**Q.9 Whenever you ask a closing question, you should:**

- a) Clarify again.
- b) Speak very slowly.
- c) Shut up.

**Q.10 The most vital skill for you to cultivate on your path to becoming a sales champion is:**

- a) Knowing what you can achieve.
- b) Knowing what makes the most money.
- c) Knowing what you want.

**GET YOUR ANSWERS AT:  
[www.smartercomics.com](http://www.smartercomics.com)**