



Sales Mastery Series WITH TOM HOPKINS

Original Contact

I. The greatest destroyer of sales is _____.

1. Your buyer is initially afraid of _____.

2. Your buyer is afraid of _____ a _____.

3. Your buyer is afraid of _____.

4. Your buyer is afraid of _____.

5. Your buyer is afraid of _____.

6. Your buyer is afraid of the _____.

7. Your buyer's fear is based on _____.

_____.

8. Your buyer's fear is based on _____.

9. Your buyer's fear is based on _____.

_____.

10. Your buyer's fear is increased by the use of _____.

_____.

II. Nasty/rejection words

1. Cost or price = _____
2. Down payment = _____
3. Monthly payment = _____
4. Contract = _____
5. Buy = _____
6. Sell or sold = _____
7. Deal = _____
8. Sign = _____
9. Commission = _____
10. Pitch = _____
11. Objections = _____
12. Cheaper = _____
13. Store = _____
14. Customer = _____
15. Looker = _____
16. Prospect = _____
17. Problems = _____
18. Appointment = _____
19. Close = _____

III. Establishing rapport

1. _____ the way they give it.
2. Look them _____.
3. Establish _____.
4. Ask their _____ on a non-controversial subject.
5. Let them know "I'm here for you."
6. _____.
7. Repeat their names to yourself _____ times.
8. Be careful with the _____.
9. Adjust your rate, speed, and volume of talking.

Put them at ease

"Mr. Johnson, let me begin by thanking you for the time that we're going to share today. I hope we can consider this meeting somewhat exploratory, meaning I'd like to analyze your needs and get a feeling for what you're looking for. Oh, by the way, I don't think we should be in any hurry."

Get permission to take notes

"Jim, over the years, I've found it very beneficial to make notes during conversations so I can do a better job of helping people. So, I hope you won't be offended, if while we chat, I make a few notes."