

# Sales Secrets for the year 2010



CANADA

1. You will learn strategies for **where and how to find new business** opportunities and you'll learn what to say and do when your industry or your company receives negative press.
2. Master the nuances of selling that make you unforgettable and quickly **build the trust of potential clients**.
3. Learn how you can best help potential clients by getting them talking about their real needs. Done properly, **they'll tell you exactly what they'll say yes to**.
4. **Calm client fears** about making purchasing decisions with effective presentations that physically and emotionally captivate their attention.
5. Learn how to **lower (and avoid building) walls** of sales resistance.
6. Learn **what to say and do** when decision makers seem determined to procrastinate buying decisions or shop around with the competition.
7. **Avoid being blindsided** by existing clients who are being approached by the competition.
8. Build your business through **quality referrals** and keep those referrals coming with every client contact.
9. Strong **ethics are more important than ever** during challenging times. Rise above the pack!
10. Preparation for potential obstacles will help you **steel yourself for survival**.
11. Develop a strong discipline when it comes to personal accountability to **prevent or dig yourself out of a slump**.
12. "Positivity" strategies for being **the bright light in the eyes of your clients**.
13. **Simple ideas for economizing** while continuing to appear successful.
14. How to overcome any emotional handicaps that might be holding you back.
15. Strategies to **get, keep and enjoy balance** in your work and personal life
16. How to **make your days more productive** and financially rewarding



**TOM HOPKINS**  
**Sales & Business Building Expert**

## Why is Tom Hopkins qualified to teach you how to sell?

Tom Hopkins understands both sides of the selling equation. He understands the fears of both buyers and salespeople. Buyers don't want to be "sold" anything. Salespeople fear failure. **The selling skills and strategies that Tom Hopkins teaches today reflect** an understanding of how to communicate with buyers so they feel confident in making good decisions about the products and services they own. They also are taught in such a manner as to be entertaining and memorable by the sales professionals who seek them out.

## Live in Person

Tuesday May 18, 2010

9:00 am to 5 pm

## Paradise Convention Centre

7601 Jane Street Concord  
(Jane & Hwy 7)

### Limited Seating!

Call Peak Performers Network  
**1.877.303.7325 x 305**  
Azra@peakperformers.net

ADMISSION: (US funds)

FULL DAY \$395 Gen

Call for Team Pricing & the VIP Package

BUFFET LUNCH

\$20 (tax & grats inc)

[www.PeakPerformers.ca](http://www.PeakPerformers.ca)