

**Tom Hopkins**  
**How to Master the Art Of Selling**

**Fill in the Blanks Study Guide**  
**By Stephen Oliver, MBA**

**Chapter 1 – Tom Hopkins**

**What the Profession of Selling Really Is:**

1. Advantages of Selling
  - A. Freedom of \_\_\_\_\_.
  - B. You have the freedom to become \_\_\_\_\_.  
All salespeople in your company who aren't earning the highest income aren't  
Applying \_\_\_\_\_.
  - C. Daily \_\_\_\_\_.  
Every morning tell yourself \_\_\_\_\_.  
The shortest route to high earnings goes \_\_\_\_\_.
  - D. Offers high \_\_\_\_\_ from \_\_\_\_\_.
  - E. The fifth advantage is it's \_\_\_\_\_.
  - F. The sixth advantage is that it's \_\_\_\_\_.
2. The professional salesperson recognizes no limits \_\_\_\_\_  
\_\_\_\_\_.
3. They know they will grow in direct proportion to their \_\_\_\_\_.
4. To earn more \_\_\_\_\_.
1. Everything about selling is \_\_\_\_\_.
2. The Five Basics:
  - A. First: \_\_\_\_\_.
  - B. Second: \_\_\_\_\_.
  - C. Third: \_\_\_\_\_.
  - D. Fourth: \_\_\_\_\_.
  - E. Fifth: \_\_\_\_\_.
3. The Money Study:

How vital it is to learn how to \_\_\_\_\_ and \_\_\_\_\_.

Knowing how to \_\_\_\_\_ is the key to rapid \_\_\_\_\_ and \_\_\_\_\_.

A Superior Learning System:

One. \_\_\_\_\_. The more you're \_\_\_\_\_ in a subject, the more \_\_\_\_\_  
\_\_\_\_\_. To learn something with greater thoroughness and speed, first take a few moments to \_\_\_\_\_.

Two. \_\_\_\_\_. Is the \_\_\_\_\_. Repeat anything often enough and it will  
Begin to \_\_\_\_\_. Effective repetition means you \_\_\_\_\_  
\_\_\_\_\_ and make it \_\_\_\_\_.

Three \_\_\_\_\_. The basic law of possession is \_\_\_\_\_ or \_\_\_\_\_.

Four. \_\_\_\_\_. This occurs when you've \_\_\_\_\_.

Five. \_\_\_\_\_. When you achieve the status of superprofessional you've be tempted  
To \_\_\_\_\_ and methods \_\_\_\_\_.  
They don't want to believe the explanation for their troubles is that \_\_\_\_\_  
\_\_\_\_\_.

The words you speak can \_\_\_\_\_ sales as well \_\_\_\_\_.

**Chapter 2 - Tom Hopkins**  
**The Twelve Sources of Sensational Selling Success**

One. They project the unmistakable stamp of \_\_\_\_\_ with their \_\_\_\_\_.  
Just by looking at them, \_\_\_\_\_.  
Whatever nature gave them . . . they've molded into a commanding, \_\_\_\_\_.

Two. No one is a champion without achieving an \_\_\_\_\_.

Three. Champions radiate \_\_\_\_\_.

Four. Gertrude Nunn . . . : she \_\_\_\_\_ and \_\_\_\_\_.  
I used to sell but I wasn't pushy enough. . . . who say that don't realize they never learned how  
To \_\_\_\_\_, \_\_\_\_\_, and, \_\_\_\_\_.

Five. Most champions look to \_\_\_\_\_ for their \_\_\_\_\_,  
That one \_\_\_\_\_ is \_\_\_\_\_.  
In everything they do, \_\_\_\_\_ and act with \_\_\_\_\_.

Six. Champions want to \_\_\_\_\_.

Seventh. . . . It's always present in Champions, is the \_\_\_\_\_.

Ask yourself:

How much \_\_\_\_\_ before I quit?

How many problems \_\_\_\_\_, \_\_\_\_\_, and \_\_\_\_\_.

Eight. Champions learn what \_\_\_\_\_.

They radiate a \_\_\_\_\_ that only \_\_\_\_\_.

Nine. . . . They are excited about \_\_\_\_\_. They're \_\_\_\_\_.

And Champions know that, \_\_\_\_\_, they're still going to fail some of

The time between their \_\_\_\_\_. So, while they're failing, \_\_\_\_\_

\_\_\_\_\_ they're still filled with \_\_\_\_\_.

Ten. The top people we train get \_\_\_\_\_ with the people they serve.

Champions \_\_\_\_\_, and this true feeling \_\_\_\_\_

To the people they are selling.

That's why the Champion gets so many \_\_\_\_\_.

I don't think any salesperson ever made much money in a normal market with a rich flow of

Well-deserved \_\_\_\_\_.

It all comes about because they're experts not only in sales, but also in \_\_\_\_\_.

Eleven. Champions don't \_\_\_\_\_.

Twelve. They all believe in \_\_\_\_\_.

They study \_\_\_\_\_. The company managements encourage their salespeople to

Go to \_\_\_\_\_, to listen to \_\_\_\_\_, to \_\_\_\_\_,

And to \_\_\_\_\_.

You NEVER have to push a champion to \_\_\_\_\_.

Benjamin Franklin said: \_\_\_\_\_

\_\_\_\_\_.



9. Define a Porcupine Technique and give an MHK example.
10. An involvement questions is any \_\_\_\_\_ about the \_\_\_\_\_ that buyers ask themselves \_\_\_\_\_.
11. In other words an involvement question is an \_\_\_\_\_.
12. One of the great challenges in training salespeople. . . . want two incompatible things:
- A.
- B.
13. The process is simple: Learn my \_\_\_\_\_, \_\_\_\_\_  
\_\_\_\_\_.
14. Professional salespeople use two types of questions: a. \_\_\_\_\_ b. \_\_\_\_\_
15. The first rule of discovery questioning is \_\_\_\_\_.
16. If I say it \_\_\_\_\_, if they say it \_\_\_\_\_.
17. As a general rule it's better to \_\_\_\_\_ than to \_\_\_\_\_.
- Here's what's really effective and money-making-good:
- A.
- B.
- They must know the \_\_\_\_\_ to every question you \_\_\_\_\_.
18. The three principles of question-asking power:
- A. Principle Number One:
- B. Principle Number Two:
- C. Principle Number Three:
19. Twelve Pointers on Question Technique:
- 1.

- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.

How should you use questions effectively in class??

Give Examples (4)

#### **Chapter 4** **Creating the Selling Climate**

1. Seldom do people buy\_\_\_\_\_.
2. Positive emotions\_\_\_\_\_, negative \_\_\_\_\_.
3. A rejection word is \_\_\_\_\_, or reminds prospects\_\_\_\_\_
- \_\_\_\_\_.

What are some words to avoid using in the enrollment conference?

## Chapter 5

### Why...?

1. The motivators:

First,

Money is good so long as \_\_\_\_\_.

Second,

Third,

Almost everyone wants to achieve, but almost no one wants to \_\_\_\_\_.

Fourth,

Fifth,

Why is this dangerous?

Achievers make up \_\_\_\_\_%

Sixth,

2. The De-Motivators:

First,

Second,

Do what you fear most and \_\_\_\_\_.

If you don't control fear \_\_\_\_\_.

Third,

In most companies \_\_\_\_\_ of the salespeople generate \_\_\_\_\_ of the sales.

Fourth,

Here's how to make change a powerful and positive force in your upward drive:

1.

2.

3.

4.

5.

The pain of every change is \_\_\_\_\_.

### **Chapter 7**

Explain: STP, 20

If you got nothing else out of the entire book it would be worth it if you internalized:

The key to making more money is \_\_\_\_\_.

Don't ask about the ratio for your business around the office. The losers \_\_\_\_\_

\_\_\_\_\_, and the winners \_\_\_\_\_

\_\_\_\_\_.

A champion closes referrals \_\_\_\_\_ as he closes non-referred prospects.

The steps to the referral system:

1.

2.

3.

4.

5.

6.

7.

Define and explain how to use "Isolate faces:" Give an example appropriate to our environment.

How to hold things together until you are ready to make your drive for big money:

- 1.
- 2.
- 3.
- 4.
- 5.

### **Chapter 8 – Phone Techniques:**

I must meet all qualified, interested callers \_\_\_\_\_.

Incoming Calls:

1. What is the right time to answer the phone? \_\_\_\_\_
- 2.
- 3.
- 4.
5. Close for the \_\_\_\_\_
6. Answer most questions with \_\_\_\_\_ and lead them to \_\_\_\_\_.
7. When making an appointment \_\_\_\_\_.
8. The champion drops a \_\_\_\_\_.

Outgoing Calls:

Steps:

4. Use the \_\_\_\_\_.
5. Introduce \_\_\_\_\_.
6. State your purpose and \_\_\_\_\_.
7. If the say \_\_\_\_\_.
- 5.

- 6.
- 7.
8. Carefully uncover their negative\_\_\_\_\_.
9. Introduce the \_\_\_\_\_.
10. The \_\_\_\_\_.

Finding Good Lists:

- 1.
- 2.
- 3.
- 4.

### **Chapter 11 – Finessing the First Meeting.**

Our main goal when first meeting a prospect is to remove\_\_\_\_\_ and allow them to \_\_\_\_\_.

Steps involved in meeting a person correctly:

- 1.
2. Look \_\_\_\_\_.
- 3.
- 4.

### **Chapter 13 Handling Objections**

1. Objections are the \_\_\_\_\_.
2. What is an objection?
3. There are two types of objections:
4. A condition is a \_\_\_\_\_.  
What are legitimate conditions in the enrollment process?
5. When you encounter what appears to be a condition treat it like\_\_\_\_\_  
Try to\_\_\_\_\_.
6. An objection is \_\_\_\_\_.

7. If no \_\_\_\_\_ exit and \_\_\_\_\_.

8. Selling means helping people\_\_\_\_\_.

Two Don't and One Do

1. Don't \_\_\_\_\_.

2. Don't \_\_\_\_\_.

3. Do \_\_\_\_\_.

A champion always tries to maneuver them into \_\_\_\_\_  
\_\_\_\_\_.

4. Most buyers have certain reflexes\_\_\_\_\_.

5. The objection handling system:

First,

Second,

Third,

Fourth,

Fifth,

Sixth,

6. Use this in an example of a common objection you receive:

7. Fourth shock treatments:

First,

Second,

Give an MHK example:

Third,

Fourth,

Give an MHK example:

**Chapter 14**  
**Closing is Sweet Success**

Test Closes:

1.

Give an MHK example of this in the enrollment conference:

2.

3.

Give an example of this in the enrollment conference:

4 Define a Crash and Burn Close:

5. Closing is the process of \_\_\_\_\_ that are \_\_\_\_\_.
6. What is noblesse oblige:
7. Insecurity causes \_\_\_\_\_-, and that leads to \_\_\_\_\_.
8. People love to \_\_\_\_\_ after they \_\_\_\_\_.
9. The anatomy of the close:
  1.
    - a.
    - b.
  2.
    - a.
    - b.
  - 3.
  - 4.
  5.
 

If you \_\_\_\_\_ and \_\_\_\_\_ when starting to close,

\_\_\_\_\_.

Your closes must be so \_\_\_\_\_.
  6. Use the \_\_\_\_\_.
10. Whenever you ask a \_\_\_\_\_, \_\_\_\_\_.

**Chapter 15**  
**Twelve Power Closes for Aspiring Champions**

Identify each of the twelve closes.  
 Define & Explain  
 Give SPECIFIC MHK uses and examples  
 (Several separate pieces of paper.)

<<BRIDGING>>

- a)
- b)
- c)

<<I'll Think It Over>>

- a)
- b)
- c)
- d)
- e)

**Chapter 19**  
**How to Sell Your Way Out of a Slump**

Goya

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.

Explain how you are personally going to use this system over the next 30 days.

**Chapter 20**  
**The Most Necessary Skill of All:**

- 1. It's often the \_\_\_\_\_ of \_\_\_\_\_ that makes us \_\_\_\_\_.  
Failure isn't the worst possible result. \_\_\_\_\_.
- 2. Every day \_\_\_\_\_.

3. Goal Setting system:

- 1.
- 2.
- 3.
- 4.
- 5.
- 6.
- 7.
- 8.
- 9.
- 10.
- 11.
- 12.
- 14.
- 15.
- 16.
- 17.
- 18.
- 19.
- 20.

What's the significance of the \$882.00 bill?

I MUST DO THE MOST \_\_\_\_\_ THING \_\_\_\_\_ AT EVERY GIVEN \_\_\_\_\_.

**Chapter 22**

All buyers feel and act on the urge to say \_\_\_\_\_ at first. With rare exceptions \_\_\_\_\_

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