

The ABC's of a Successful Selling Career

with Tom Hopkins

A ttitude	Begins with the ability to handle failure and rejection .
B alance	Total fulfillment in all areas: financial , emotional , physical , and spiritual .
C onfidence	Act it and you become it.
D iscipline	Desire without discipline leads to disappointment , disillusionment , and depression .
E nthusiasm	En Theos = God within IASM — I am sold myself.
F lexible	Anything is feasible if you are always flexible .
G oals	Short-term and long-term — must be believable and worth committing to .
H ealth	To get rich and sick is stupid.
I ntegrity	Be trustworthy so people will like you , trust you , and want to listen to you .
J ust for today	Live in the present moment . Burn the past. Don't worry about the future.
K nowledge	is power when properly applied .
L aughter	is like medicine to the bones. — <i>Proverbs</i>
M entor	Allow yourself to be mentored and mentor others.
N etwork	With every new person you meet, you expand your potential client base.
O rganized	Pay fast attention to details .
P ersistence	Growth occurs when you find you can't go on, but know you can't quit. — <i>Charles T. Jones</i>
Q uestions	If I say it, they tend to doubt it . If they say it, it's true .
R elationships	Begin with rapport . Develop respect and give more service than your clients expect and they will give you more referrals .
S uccess	The continuous journey toward the achievement of pre-determined, worthwhile goals .
T ime planning	I must do the most productive thing possible at every given moment.
U nderstanding	The first step that creates empathy and builds a long-term relationship.
V ocabulary	The words we use create thoughts and feelings that result in actions .
W ork	Combine PLAY and WORK and you'll fall in love with FLORK .
X -tra	Find more creative ways to give thanks and recognition to your clients.
Y -wait	Overcome procrastination by living by these three words: DO IT NOW .
Z ero in with Zeal	Stay focused . Keep yourself in a positive shell and unleash the Champion within you.