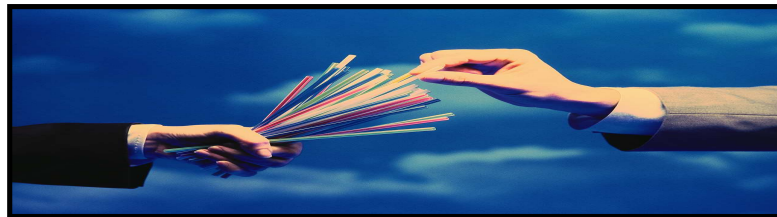


“The Myths About Business And Selling Finally Exposed”

Special Report by Dan Cavalli

Author of
“The Lazy Man’s Guide to Multi – Millions”
(How I Went From Zero to \$140 Million in 18 Months)
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About This Report

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You can get more advanced advice on how to increase your business leads and profits by subscribing to the author's "ABC's of Success" eNews at: www.commandobusiness.com or by obtaining his FREE 5 part mini-course on lead building for your business at <http://www.leadbuildingsystems.com>.

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“The Myths about Business And Selling Finally Exposed”

Why write this report?

Why would I, a multi-millionaire, want to share my secrets with others and make them available to anyone?

The answer to this question is found in the following three statements.

Firstly, it is because I want to give back a little of what I have learned.

Secondly, it is a response to the critics who say it's impossible for a person with no business experience from a background of little formal education to build and repeat building multimillion-dollar businesses.

Finally, it provides a written reference for my people who are training in the art of persuasion to further their career within my organisation. It helps prepare them for their chosen career once they leave my organisation.

Many people wonder:

- Why I am against new fads in business,
- Why I expose the myths associated with these fads and
- Why I think the old way of selling is not dead.

To enable me to answer this question I have to tell you why I wrote my first book:

“The Lazy Mans Guide to Multi – Millions”

(How I Went From Zero To 140 Million Is 18 Months).

History

I was broke with a wife and a newborn son. I was sitting up one night in bed worrying about how I was going to make my next house payment when a friend of mine knocked on the front door.

After an hour or so, he convinced me to start a new career in selling insurance. Sales were my introduction to business.

I first sold for Combined Insurance Company of America (CICA). CICA was a hard-core, face-to-face, cold calling organisation. As sales were foreign to me, I simply thought I would have a small learning curve before I make some money.

Little did I know at the time, that sales would change my thoughts on just about everything I knew about life including business and relationships.

CICA had an in-depth training program. Orientation training lasted for two weeks and was very demanding. Sometimes, to get through the material I had to study until 3 am each morning just to keep up with my colleagues.

Once trained, I was sent into the field. Day in and day out for years I cold called. I knocked on household and business doors in nearly every town in South East Queensland and Northern New South Wales.

If there is anyone who knows about cold calling and how it affects one's personal growth, selling skills and stress levels, it's me.

My sales continued to improve and soon I was leading my team in sales. I was winning awards and trophies and overtaking other teams in selling. Eventually I took out every trophy and award I could win except the famous CICA Ring of Diamonds.

After 2 years, I felt I had outgrown CICA and left to continue my metamorphosis in sales.

I empathise with sales persons (Spers) who have to cold call because it's not a pleasant way of selling. Cold calling made me throw up nearly every morning. I would often get an attack of the nerves before my first call and hated every minute of it.

There had to be a better way. I then started to learn better ways of selling. I developed successful systems that worked and was able to learn them as easily as I learned the ABC. I called these systems:

"The ABC's of Success"

I gained know-how by examining each stage I went through every day. During the first stage I would write down the things that I hated to do during the day. I also wrote down all the things that disappointed me.

I wrote down everything I felt I wanted to change. I worked on finding solutions to the things that concerned me. For example, if I didn't like going up to someone cold and start talking to them, I would write this down on paper.

At the day's end I would review my notes and consider how I could do this differently. It wasn't long before I had the solutions. These solutions not only made me feel better about cold calling but also made me even more successful in sales.

So successful in fact, that I stopped selling for others and looked for other opportunities. I decided to start my own business to see what I could do with my experience and knowledge. I put my system and knowledge to the test.

The rest is history. I started a business from scratch and within 18 months had built an organisation with an average of 130 fulltime salespersons (Spers) and a turnover of \$140 million.

A colleague said to me one day, "Anyone with a little luck and know-how can succeed".

I started wondering if what I had done was luck or was it really achieved from applying the rules and techniques that I knew worked.



So I sold that business and started another one the very next month. Three years later with only 5 Spers the second business was turning over an excess of \$10 million.

I knew then that it wasn't luck but rather the techniques that had been implemented. I now had a story to tell. Over the next 10 years I completed the first draft of my book. I highlighted all the myths, solutions, techniques and remedies for business that I didn't like and documented them.

I have updated my book continually and it is armed with ideas, techniques and principles that destroy the myths and provide winning alternatives to the traditional way of doing business.

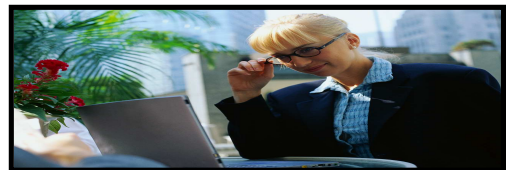
While I was busy building up my business, there were some who didn't agree with my philosophies. They didn't like me saying that my way is one of the best ways.

I'm sure that the way I run my business is not the only way to run a successful business and make money. Far from it!

However, there are some people out there who are leading innocent people up a garden path to nowhere.

Background

In life and business there are people who will write a book, in order to make money. They do this for the sake of selling books that contain not only rubbish, but also false teachings. They will pick a controversial subject that will attract an eager audience.



Any book that offers a perceived solution to a problem or relief from something that is disliked by the majority can be a best seller.

But does that mean it is right? A resounding No!

It is here I would like to address some of these false teachings.

One subject that has gained such attention is cold calling, the method of selling to people face to face that is dislike by many. Often these authors say that cold calling no longer works and is dead, simply to get the attention of their reading audience.

They will tell you the techniques that worked yesterday do not work today. Contrary to these opinions, I was, and continue to be, successful using cold calling as part of an overall strategy to obtain sales.

This successful method is well documented and can be substantiated. Let's explore the subject of cold calling to expose the truth about whether it works and whether it should be included in your strategy to gain sales or not.

In the beginning I didn't like cold calling. As I said previously, I threw up nearly every morning before I started work because I disliked it so much. However, I identified this as a symptom not a problem.

I understood and learned how to overcome the fear associated with cold calling and its limitations. I still believe cold calling has a place in selling and is definitely not dead if you want more profitable sales in the shortest amount of time.

I'm all for change but not at the expense of undermining a fundamental truth. If you look at cold calling as an example, the original form of cold calling did have limitations but also had a place in selling. If you look at the principles of why cold calling worked yesterday you will find it still works for the same reasons today.

Principles and universal laws never change. To believe differently is naive and shows one's ignorance as to how fundamentals work.

For example, the law of gravity has had the same principle today as it had in the beginning. Just because we now understand gravity more in this day and age doesn't change the basic principle.

When discrediting the virtues of cold calling some use the example of a horse and buggy of the past having been replaced by the modern car.

You have to look further than what is seen on the surface. Sure, the horse and buggy days are over because we now have the modern car. This doesn't mean that the original idea of transportation no longer applies today.

In the same way I believe that we may have to refine the original idea of cold calling and adapt it to suit our present needs. That doesn't mean cold calling is dead. Far from it!

Myths

Myth #1. Cold calling is dead

Some arrogant people (Saps) try to influence and advise Spers by convincing them that cold calling no longer works, Saps say that there are better ways to prospect than cold calling. Sure there are. However, that doesn't mean cold calling is dead. Not all alternatives to cold calling can deliver a sale as fast as cold calling can.



There are situations when a Sper doesn't have the time to complete all the preparation required to generate a sale through other means. If a Sper wants a sale quickly cold calling is definitely one of the better ways to achieve this.

It is essential that you compliment cold calling with methods that will increase the results of one person. In some cases, my "Go" strategies can deliver 78 times the sales revenue without the Spers involvement.

There are many ways to prospect but you will find much will involve some form of cold calling.

Myth #2. A prospect is in the power seat

The notion that a prospect is in the power seat when you cold call is nonsense!

Many people in business accept that they will have someone calling on them at some time or another whether it is via face to face, phone, email or advertising. After all, the fact that they are in business means they realise all businesses have to promote their products.

This situation opens the way for opportunity to come their way. When I have a caller on my doorstep, I am intrigued to find out what they have to offer. I also look forward to analysing how well they deliver their presentation.

If they are any good I recruit them into my business and teach them how to sell better, get more leads, find better prospects and make more money than they have ever experienced before.

It's all in the training.

Myth #3. Cold calling limits production

I have never heard such rubbish. Saps believe that if a Saper analyses how many calls they have to make in order to make a sale they won't have enough time in a day to do all the work.

The problem with this assumption is the way in which the calculations are made. All assumptions are made from an unknown ratio. Let me explain.

Saps say take the Sapers quota required (number of sales required to achieve their budget) divide it by the average dollar amount of the product then multiply by the number of proposals required to get the sale.

Continue until you have the number of calls you need to make each day. This doesn't make sense to me. How can you possibly use that as your guide? It's like trying to hook a star from the sky with a fishing rod. It's impossible to achieve.

No wonder a person will fail doing things this way! It is bound to fail. The only way to accurately estimate what you can do is by using the "GO system" explained later. It teaches a Saper to work on their own proven ratios.

Myth #4. Most Businesses Don't Cold Call

The notion that doctors, lawyers and dentists don't cold call is generally true. That's because they don't need to knock on doors to generate business. After all they are educated professionals with written certificates and degrees to prove it.

Also, retail stores, restaurants, cafes and bakeries don't generally cold call either. Although it's common for them to use advertisements they don't find the need to add cold calling to their advertising strategies.

But just think about it! If they did, maybe they would generate more business. They could certainly work a great strategy that will increase sales if they included a cold calling arm or lead generation system to create business.

There would be fewer businesses going broke if they had a greater number of sales coming in through the door by doing a little cold calling through its many disguises.

The real issue is, just because some types of businesses choose not to cold call, doesn't mean that cold calling doesn't work?

Cold calling does work if it is duplicated, done professionally and established as part of a self-generating lead system.

Myth #5. Prospects Have Already Bought your Product Elsewhere

The notion that prospects who are approached by Spers have already bought from the competition is not true.

It's normal for people not to have bought products when they think about buying. Not everyone buys on the spot. Sometimes people don't have the time to look and source the best deals.

When you cold call in an ethical and professional manner with the product they want, you are welcomed. If this type of cold calling didn't work, the "drive through" shopping at fast food outlets would not be doing as well as they are.

Myth #6. Cold Calling Is Done At The Expense Of the Sper

What about the notion that cold calling is done at the expense of the Sper rather than the company? Companies make a huge investment in each and every Sper to assist them in achieving success. Companies spend time, effort and money on advertising, recruiting and training of Spers.

Does the Sper contribute to that cost?

Saps add to their argument by saying there is evidence that companies treat their Spers unfairly because of the high turnover in sales personnel statistics and figures can be manipulated to tell any story you want. In fact the turnover in sales is lower than or at least on par with other national industries and businesses.

Generally speaking the Spers in the sales industry is no different in attrition (whether or not they cold call) to jobs in other businesses.

*Take for example attrition and turnover of staff in the UK. The UK government says that in 2003 the average turnover of staff across the 4 million businesses was 48%.

Staff turnover in some industries (not sales) can be as high as 100% in the first year and up to 70% yearly in others.

*Source: Personneltoday.com for the hotel industry.
The indubusinessline.com.Sbs.gov.uk for UK businesses stats.

Also there is no evidence to show that other than in particular instances where companies provide leads for Spers they are more profitable than those who don't. Some smart Spers will take advantage of this "cream on the cake gesture". And so they should.

Out of the thousands of Spers I have personally trained some on commissions, some on retainers, some required to cold call, attrition did not change. Profits to my business didn't vary between the different types of Spers with one exception!

We lost a considerable amount of profit by putting Spers on wages or retainers and subsequently stopped doing that. What did make the difference to attrition, profit and turnover was the manager who supervised the sales teams.

Myth #7. Cold Calling Destroys Spers' Attitudes

Again this is nonsense. After saying that, there are some Spers who are affected by cold calling in negative ways. When I started, I threw up nearly every morning going to work knowing that I was going to cold call that day.

At that stage, I didn't know any better. It doesn't mean cold calling is dead and causes sickness amongst Spers. No, feeling sick about cold calling is an indication that the Sper needs training urgently. It should not be seen as an excuse that will cause them to abandon cold calling at the expense of generating more sales.

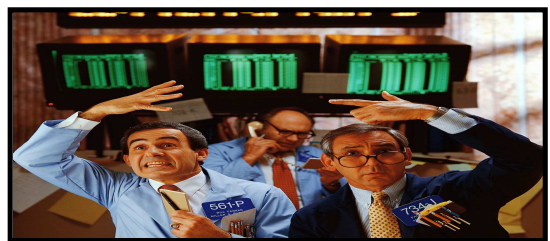
Any wonder the negatives of cold calling are made out to be bigger than Ben Hur. Some Spers are out there alongside businesses and others advocating that cold calling should be banned.

TIP: I agree with that if cold calling can be treated as a symptom instead of the problem.

Society used to burn mentally ill people at the stake because they appeared to be possessed by the devil. Does that mean because of our ignorance about mental illness that our actions to burn people were OK?

Let's look at this problem of cold calling and show Spers and businesses that if done in the correct manner will be far better than burning the problem out of ignorance.

I am not a hard-core ignorant businessperson who thinks that cold calling is the be all and end all in sales. I believe cold calling should be given its due in the areas where it will help Spers (if trained properly) make their job more enjoyable and creative.



A Sper who is proud to say they are involved in sales and that they survived in business by including some form of cold calling in the beginning of their careers will have a will rounded attitude to sales and the success that can be gained.

Myth #8. Work Creates Stress

The catch cry of most business owners or executives is, "I work more than 60 hours a week" or more to the point, they say with pride, "Success comes from hard work and lots of it".

All rubbish! These words have been taken out of context.

I will share with you, what is in fact, the truth and what is egotistical baloney. It will enable you to view success in business from another perspective. You will be able to work within normal working hours and still be able to perform miracles in your business.

Sure, successful people do work long and hard and sometimes at the cost of family, social and personal relationships. This is their choice.

I know many people who work for wages and who work more than 50 hours a week. Even single parents dedicate twice those hours to their very important role.

Hard work being associated with success is a myth. Hard work alone will not ensure a successful profitable business although this is a popular view. According to a survey *The New York Enterprise Report*, as reported by All Business a

regional small business magazine, small business owners said they work at least 50 hours a week.

Of those polled, 33 percent reported working more than 50 hours per week, while 25 percent said they work more than 60 hours a week. 70 percent said they work at least one weekend a month.

On the other hand, if a person can manage their time well enough to spend weekends with their family or can manage their time to be able to pick up their kids from school, others may perceive that they aren't working and will become suspect in theirs and others eyes.

If successful business owners were to answer truthfully, most would list success factors as sense of timing, ability to recognise an opportunity, hard work and assistance from people they know and luck, of course!

To say arriving at work early and staying until late will ensure success is like saying that every postman can be a Howard Hughes. There is a prevailing thought that sweat is obligatory for success and with each drop an executive moves a little closer to financial heaven.

Ricardo Semler, owner of the world's most unusual work place said he had to rid himself of this notion before he took his company from one that wasn't even known to one of the world's most famous businesses.

Make no mistake about it. According to many experts having control and flexibility over your workload makes it easier to deal with stress. The solution is not the number of hours worked that will give you success it is the accomplishment of building a business model and completing its elements in a certain time frame that will.

Once the model is established, the business should be able to work without your input. Each business I started I chose to work the 15-hour days initially to set up the elements in the model.

Once they were set up, the job was done. Now I only work in the business for a few hours a week. You can work 20 hours a day for a short time then take a few weeks off if you like. Or you can spread the work over a longer period of time to give you free time on a daily basis.

It is your choice. This mindset is what will give the successful business owner or executive the flexibility to move. Let's not hear any more whining business owners saying its all hard work and no play. That will only show others that they haven't mastered the art of balancing their business and personal life.

To understand more about the life cycle and stages of a business go to *Business Modeling* <http://www.commandobusiness.com/articles/marketing/>.

So we've discussed some of the myths. Let's consider some of the fundamentals that will increase your chances of making more sales.

Myth #9. Sales Techniques No Longer Work

What about selling, has it changed and are there any myths to expose?

The principles of how sales are made and how the sales process is done if based on human nature will never change. It is a fundamental process. The processes that are built onto the original idea will most likely continue to evolve.

I like to associate duplication when expressing any upgrading of cold calling or the sales process. Let me explain. There are many Spers who use cold calling as part of their sales strategy.

While they do this on a one on one basis they miss the opportunity of making more sales if they duplicated themselves through others. That's why cold calling appears to be limited.

Saps say it is a waste of time and even outlawed in some countries.

I say, what part of cold calling is outlawed? I strongly support the abolition of unethical and law breaking behaviour. Any illegal solicitation or selling should be outlawed whether or not it involves cold calling.

Instead of helping Spers overcome any inhibitions they may have with cold calling, Saps create a story to condemn cold calling in order to sell books.

If cold calling hasn't worked for some Spers, Saps should want to help them rather than misguide them. Saps should show Spers how cold calling can compliment other ways to sell.

They should show Spers how to familiarise themselves with cold calling to make more sales. However Saps prefer to create hysteria and confusion in order to make more book sales.

I believe cold calling can benefit Spers and improve Sper's self-esteem. If cold calling is used in conjunction with duplication it can and will deliver confidence, money, motivation and self-esteem. This can be achieved and I will explain how.

Saps agree, but secretly won't advocate the virtues of cold calling because it will cost them their unique selling point for their books.

Interestingly, when alternatives are given for cold calling by Saps the very techniques are still cold calling but done through other mediums.

For example, instead of cold calling face to face, Saps will suggest that it's not cold calling if you call face to face on prospects to give them a brochure.

It is still cold calling. The reason Saps suggest that this isn't cold calling is because Spers don't have to close or even sell because they are only dropping off a brochure. This is a weasel's way of covering up what Spers are really doing.

Saps are teaching people not to be responsible for their own actions. Saps are suggesting not closing on the spot. Saps are teaching procrastination and bad habits. For a Sper who doesn't like cold calling, they will be attracted to any alternative that will give them an excuse to stop working hard and having a little stress in their life.

The promoters of these books against cold calling are laughing all the way to the bank at the Sper's expense. Don't misunderstand me here, I do agree with brochures and other methods of gaining leads to turn them into sales.

It's the promoting of cold calling being dead just to create a niche for selling books and CD's that I'm against. The real situation is this. Cold calling does have a place in the selling process even if it is to a smaller degree. To realise the real benefit of cold calling, it has to be done with specific strategies in mind.

You do this with the assistance of the "Glad" method and "Octopus" methods jointly nick named GO (or GO systems). These are acronyms for the type of selling strategies that I use. I explain what the GO system is later in this document.

The "GLAD" method

(Generation of Leads and Duplication)

Spers aren't all skilled in selling. Spers may think they are but the only way to tell is by examining their sales ratios. The ratios will tell the success rate from the completed sales presentations to a sale.

While ratios tell you where skills and weaknesses are, the only ratio to consider for this particular part of the sales process is completed sales presentations to sales. This is simply because a sale cannot be made without a presentation being made whether that presentation is face to face, in print, advertising or verbal or written communication that triggers a sale in the mind of the consumer.



A Sper should consider automating leads that will deliver prospects interested in purchasing their products to increase sales whether or not that generation includes cold calling.

Assuming they already know how to sell, the only problem they will have is handling all the leads that will be coming to them asking to buy their product.

The GLAD method will deliver all your dreams in sales. It will run on autopilot. In the end you won't have to cold call if you don't want to. You set it up once and it will feed you for life.

You may receive calls from people you didn't expect wanting your product. Best of all, you will have leads waiting for you each day before you start work. What a difference that will make!

The "OCTOPUS" method

The "OCTOPUS" method compliments the "GLAD" method. The Octopus method is self-explanatory. An octopus has many arms to enable it to live successfully and reproduce.

The Octopus arms are channels by which sales are sourced. It is unparalleled when it comes to producing self-generating lead channels.

My business changed the day I started to use GO (both the Glad and Octopus methods). It instantly enabled me to duplicate myself and in doing so multiplied the results by a factor of 78.

In other words I discovered how to turn sales revenue made once into 78 times that revenue over a 12-month period. The revenue that I make continues each

and every year from then on. These were the systems I used to turn a beginner in sales to a veteran within 8 months.

As far as I know there is no other book or training course that teaches you how to do that. To find out more about this go to the rule of 78. http://www.commandobusiness.com/Rule_of_78.php

These were also the methods I used to go from zero to \$140 million in 18 months with an average of 135 Spers in one business and to \$10 million with an average of 5 Spers in another.

If you want to make a lot of sales rather than just surviving as an individual, learn the GO System. Let's consider some myths in detail that are promoted about business, sales and cold calling.

Myth #10. Training Techniques No Longer Required

This is the most neglected area in sales. It is not that companies don't provide training but rather they don't know how to teach properly. For example Spers are often inadequately trained in the art of persuasion.

If Spers cold call and fail, it could mean that they weren't the right recruits for sales in the first place, that they haven't been trained properly or that they didn't apply the correct training.

While Spers can learn through various ways, there are definite benefits by being involved in cold calling.

Cold calling provides Spers with experience and know how in reading people and knowing how to respond to their needs more quickly than any other training.

It teaches Spers to become familiar with meeting people and to act casually and naturally. Being relaxed and confident is an essential acquired skill for sales and can take time to master. Cold calling will develop this skill faster.

Cold calling teaches Spers to respond to people's questions in a manner that does not offend but gets the prospect involved in the closing process required to make a sale, a sale that will be of mutual benefit for the prospect and the Sper.

No matter how you sell, cold calling teaches Spers how and when to stick to the sales cycle. Alternatively, a Sper can disband the sales track and move to whichever part of the sales cycle the prospect is in.

For example, if a person wants your product, you wouldn't keep talking about how good your company is. You would go to the close. This can be taught more quickly through cold calling.

The biggest problem in sales success is Spers don't learn a lead generation system or develop closing skills. This is where a Sper needs to get as many prospects as they can. Both skills can be taught more quickly and more effectively if taught through cold calling.

There are alternatives to cold calling that also compliment cold calling and these alternatives should be used if you want to build your business fast and to last.

It is in this method of growth that cold calling makes its mark. Cold calling is the instigator of these other duplication methods and should be learned in that context.

9 Important Considerations

1. The Go System

Benefiting from the go system will help your skills. Let me give you an overview of how the GO system works and how you can strategise and work this technique into your particular situation. When you think of a self-generating lead system you must design it with this in mind:

- Create your message.
- Do it magnetically.
- Octopus your message out to hundreds of prospects.
- Consistently action each octopus arm.

Each of the strategies you implement must be done in such a way so as to draw your prospect's attention rather than allowing them to simply read and consider your proposal.

I am limiting the information on each strategy simply because all the detail you will require is in my book.

2. Fear of Loss

Fear of loss is the most powerful of all emotions. It will drive your prospect crazy if they don't buy if they believe they will miss out on something worthwhile.

You develop this feeling by making your prospect feel they will miss out on something if they don't act immediately. This can be achieved by including a limited offer or a limited time the offer is available.

3. Benefits Highlights

Most promotional literature doesn't work because they have huge amounts of information about the company and very little promotion of their actual offer or products.

That may have worked years ago but today the public is only interested in what you have to offer. Keep sales material packed with the benefits of the product.

After saying that, prospects do want to know who you are so have that information available on your web site. Simply provide the link to that information on your brochure for them to access.

4. Credentials

When people deal with representatives they have to feel that they are dealing with an expert. Whatever you do you should present yourself as an expert. Prospective buyers have to be told. Don't assume they will accept you as an expert. Remember, "A prospect must be told to be sold". Tell them and tell them again.

Many people don't like displaying their achievements or certificates in their area of expertise. Don't be ashamed of them. They give you credibility.

This also gives you the chance to tell the prospective buyer about the support from your company or supplier and all the great benefits to consider.

Pre select your company's points of difference before presenting to prospects. If you can't find more than 10 points that make your company different to the competition you had better think if it's the right company to sell for.

5. Make It Personal

The last thing a prospect wants to see is a "Dear householder" envelope or letter meant for them. If your strategy doesn't include the name of the recipient rethink the strategy.

When you have a name, address the prospect with it. This will change your introduction from stranger to, maybe this person knows me. In sales, perception is everything. Forget that at your peril.

6. Use Key Selling

Key selling is the strategy of enticement. Just telling prospects about you is not enough. It may inform and educate them but for no reward to you. They can use this information at their whim but may not even respond to you.

You have to tell, sell and lead them to doing business with you, not your competition. Do you have a guarantee? If not, create one. Do you have a free offer or gift if the prospect tries your product? If not, get one.

Whatever you tell a prospect, it should be benefits. The more benefits given, the stronger the fear of loss will work for you. Make an offer so good that it can't be refused. The way you present a benefit in the strongest light is in this manner:

First state what the feature is. Then say, "What that means to you is" and then explain what it means. Then say, "How this will benefit you is..." and then tell them how it will benefit them. This strategy works like magic.

Remember: **A prospect must be told to be sold** and more to the point: **A prospect has to be led before they go ahead.**

7. Prospects Don't Want To Be Pushed

A Soper can push someone into buying. It is easily done if you know how. But the real skill is in selling and ensuring the customer is pleased with the decision. They don't want the feeling that they have bought because they couldn't say no.

For this reason, the smart Soper will use this information to their advantage by telling the prospect that they aren't the pushy type.

The decision is always at the discretion of the customer. You have to: **Tell before you sell.**

8. Regularity

With any strategy you have to work at it, especially in the beginning. The most difficult task is consistently marketing your product. In other words, you have to be dedicated every day without fail. Never stop until it becomes habit.

Use the octopus system and develop as many arms as possible. Keep them active at all costs. Write up a project sheet so you can monitor your results every day.

I had a thermometer 6 feet high pinned to the wall of my office, which I filled in each day to make sure the tasks I had set for myself were completed.

It works. It keeps you focused and motivated. In my case, this tool was the most important visible tool to my success in building my business from zero to \$140 million in 18 months.

9. Drive through Strategy

If you use some of the GO system strategies above, it's no good if, at the end, your prospects want your product but it's too hard for them to make the purchase. You can lose more sales this way than any other. Make it easy for your prospect to contact you and to own what it is you have sold to them.

Use the drive through technique. Give them easy access to the product. Give them an email address and telephone number.

The most effective way in maintaining customer contact is by email. For some reason traditional faxes don't work as well any more. It's easier to send an email and keep the permanent record.



Give your prospects a gift by confirming their order by way of fax or email and you will see how powerful this method of doing business really is.

For all the inside details on how to make the above octopus arms work successfully and the complete strategies and lead generation ideas are all found in my book:

"The Lazy Man's Guide to Multi - Millions"

(How I Went From Zero to \$140 Million in 18 Months)

Also to keep your customers even if they choose not to buy from you see How to Keep Customers. http://www.commandobusiness.com/articles/generating_sales/

Conclusion

I hope you have enjoyed this information. It certainly is something to think about. If you are interested in finding additional ways of getting more leads, customers and sales for your business you may benefit by some of the FREE information in the **What To Do Next** box below.

What To Do Next

Dan Cavalli is an Australian businessman, entrepreneur, expert on small-business success, teaches essential marketing tactics and sales techniques.

You can get more advanced advice on how to increase your business leads and profits by subscribing to Dan's "ABC's of Success" eNews at: www.commandobusiness.com or by obtaining his **FREE 5 part mini-course** on lead building for your business at <http://www.leadbuildingsystems.com>.