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**A Revolutionary "NEW" Dimension in Sales**

**By Linda Blew Carlson**

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A Revolutionary 'NEW' Dimension In Sales: Make many more closings in the same amount of time!  
By Art Nelson and Linda Carlson

Phase I

Phase I: Learning the Product is the first thing Paul does as he begins his career in sales. This 'newbie' envisions three major factors that will determine his success or failure in sales. They are: Knowledge of his product. Knowledge of the benefits that it offers to his prospects. How well he communicates that knowledge and benefits to his prospects.

Most salespeople don't have a problem with product knowledge. The company usually spends plenty of time and money to assure the competence level of its sales force. So, Paul is fine at 1, 2, and since his mother said, "You can sell an icebox to an Eskimo," he figures he will do well at 3.

The problem shows up when Paul (now on his own) tries to share this knowledge with his prospects. He finds that some prospects get really 'turned on' by the product and its benefits; but there are other prospects that never seem to get interested or 'understand.' Talking to them is like "talking to brick walls."

He doesn't understand why every prospect doesn't insist on purchasing. He is warm and charming every time! It must be the way he closes. There has to be a secret he needs to discover.

Phase II

Upon realizing this, Paul enters Phase II of his career: The Search For Enlightenment. The great question of a salesman's life haunts him on his prospecting calls. In the face of obvious need, why doesn't my prospect buy?

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"He needs this product. I qualified him carefully. Why can't I close him?"

So, Paul begins reading, listening to tapes, attending seminars, etc. for every gimmick that comes along promising the "Secret of Closing."

### Phase III

After a season of this, he enters Phase III of his career: The Stasis Of Superstition.

Paul (like most sales people) is making 2 or 3 sales for ten presentations. But since he really doesn't understand why he sells sometimes and sometimes doesn't, he "freezes" or "cans" his presentation. He is afraid to change it because he might mess up his success so, he plays the 'numbers game.'

Paul falls into a pattern of expecting to close 'just so many' sales. No amount of reading, listening to tapes, or taking sales seminars changes his pattern for long. He is hoping to keep enough prospects on the line that the ones he doesn't sell won't really matter. He'll still be a 'successful' salesman.

### Phase IV

Before ICTech® (Individualized Communication Technology) most of us (salespeople) ended our career growth in Phase III. Now with the Natural Styles strategy used in ICTech® we can move into Phase IV: Natural Persuasion.

Knowing how the 5 styles are born to process information, allows the salesperson to tailor his presentation for the format most easily understood and agreed upon by the prospect.

It doesn't matter how well you know your product or how smooth your presentation is. Until your prospect UNDERSTANDS your product and its applications for him you won't close a sale.

Understanding the strategy lets you dispense with gimmicks and integrate all of your sales knowledge into a cohesive whole that you will automatically adjust in each new situation. This means more sales! And more satisfied customers!

How ICTech® works:

You're a salesperson whose Natural Style is 'Single.' What do you do with a 'Multiple' style prospect?

Don't bore her with too many details; give her the overview of the product and its effects on her. Be sure to ask her what this product could do for her or in some way let her think this whole thing is her idea. The fastest way to lose this prospect is oversell – too many details. You are 'telling' not 'selling.'

Now reverse the example. You're a 'Multiple' salesperson and your prospect is a 'Single.' What do you do? Don't overpower him with too many examples or applications of the product. Let them apply to him. Again, 'sell' don't 'tell.' Concentrate on the strongest feature of your product and give as many

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details as possible. Give him plenty of time to think; don't rush him. The fastest way to lose this prospect is to appear too vague because you're trying to give him an overview and he wants an explicit example.

Just a couple of simple examples, but Paul practices the simple strategies of ICTech® and it has made him one of his industry's 'hottest' sales people.

Many sales people who use ICTech® close 5 to 7 of ten presentations. What would happen for any salesperson who could cut through the mental baggage of a prospect and give a presentation with a 50% to 70% chance of closing?

Simple. Revolutionary!

Art Nelson is an entrepreneur and consultant in various areas of media organization. He found ICTech in a public workshop, and since has been learning more about it and applying it in his businesses Linda Blew Carlson, is President of FOCUS I, Inc. a company dedicated to supporting American businesses by helping them find innovative ways to individualize their service. Reach her at

or

Linda Blew Carlson, is GM of FOCUS II, LLC, a company dedicated to supporting businesses, families, and individuals by helping them find innovative ways to individualize their communications and strengthen each other. To become a part of this effort go to

.

## **RSS Feeds Explosion**

**By Tony Dean**

Gain Massive Exposure For Your Service

Get your web site listed in Google and Yahoo in day's if not hours, I did, never pay \$299 to be listed in Yahoo – you can get your site listed if you have an RSS feed.

Googlebot and Yahoo's 'Slurp' bot have never left my server since putting up a RSS feed, and syndicating it through RSS directories where it was quickly found by an eager, info– hungry crowd of affluent types who are looking to spend their disposable income on something that captures their imagination.

With still only about 90,000 RSS feeds in the world, compared with about 6 billion web pages, if you put up an RSS feed of your own, your feed will get noticed very quickly – like the same day!

Traffic to your web site will double, triple, or more from your RSS feed, and you will find more buyers

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coming in rather than freebie seekers.

If spam filters are putting you off sending out emailed newsletters, then keep in touch via your RSS feed and update it once, twice or more per day to get your info out that you want your subscribers to see.

Got a new product to sell?

Then put it in your RSS feed and it will be noticed the minute you upload the file to your server. Millions of people can now see your RSS feed, not only in a 'feed reader' software, but in feed compatible browsers such as the latest 'Opera' and 'Netscape 6'.

RSS feed directories have sprung up for you to list your feed in, but there are up to 40 directories worth putting them in – I list them in my latest ebook – 'Really Simple RSS' –with direct links to all the directories to submit to right away.

So – how difficult is it to put up a feed?

If you can open 'Notepad' and type, you can make a feed file to go on your server and this will be seen by countless people all over the world who are looking for the latest products to buy.

If you desperately need to raise awareness and create more exposure for your service or product, without spending huge amounts on advertising – then you need to put up that RSS feed now before the Klondike of all rushes starts. The colossal explosion of information through the 'third dimension' of the internet is about to start – the 'first dimension' was the text based information in dos that started as the internet – which then was only for academics and scientists swapping information on research – the 'second dimension' was the introduction of the graphical capability of browsers which allowed pictures,

text and movie's – we now move inexorably onward through the 'third dimension' of RSS feeds and now everyone can become a news publisher, the newspaper and magazine publishers are in trepidation, their reign may now be coming to an end, all information in the future will be by RSS feed and 'blogs', in fact most 18–24 year old's are now not even switching on the television, but cruising on the computer instead!

Will you have an input into this 'third dimension'?

Tony Dean is a published author and owner of web site at:

. His latest

ebook is:–"Really Simple RSS" Subscribe to his ezine, send blank email:–

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