

Be A Friend!

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Be A Friend!

By Wild Bill Montgomery

Be A Friend! by /"Wild Bill/"

Every sales interaction, whether in person or virtually from your web page, should begin and end on a personal note. The customer and the sales or marketing person should begin and end their relationship as two "human beings" building towards a goal that is mutually beneficial, not as buyer and seller. This is called "building a professional relationship". Your customer is not, and can never be just another sale. Take the extra time to build your "Professional Relationship" and ultimately into a "Professional Friendship".

There is no rule set down that says you must remain only buyer and seller. The sign of a true marketing professional is the ability to serve successfully as an "Ambassador" of his company or product. Just as an Ambassador, a successful marketer is required to have sensitivity, tact and most of all "Sincerity". There is nothing easier for a customer to pick up on, than a salesperson making believe that they are sincere when they are obviously not. It requires more than dry, tasteless questions of the family's health. If you have not yet fully discovered the benefits of building "Professional Friendships", you are blindly passing by a waiting pool of prospects.

Being a Professional Friend might mean making a mere call or sending an email to see if they are happy with your product or to see how their business is progressing. It may be an offer of counseling with a

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business problem. But do it "without" the sole intention of making another sell. People will respond to your caring and consideration, and come to think of you as a friend who cares. Therefore, they are more likely to make their next purchase from you, a professional they have come to trust.....a friend.

Never Leave Your Friend Behind!

It is a very important principle in sales and marketing that there be a pleasant beginning and an even more pleasant finale to a professional relationship or

friendship. The old saying, "Don't Burn Your Bridges Behind You" comes to mind. Many sales professionals seem to eager to dissolve such relationships because the customer stops buying. Right away, they move on to, or focus on the next customer. Their conversation becomes dead and their manner formal. Apparently they are thinking to themselves, "No more orders from this person". There may even be a formal thank you and a polite goodbye, but if you have suddenly lost interest in people they become keenly aware of this fact and will often take it personally. They may think to themselves, "Well, if that's the way they feel because I wasn't interested this time.....". People are not pleased with formal and distant attitudes after any type of relationship has been formed.

An Award For Congeniality!

A sales professional must learn to make themselves likeable. They must be congenial. It's a magnetism of their personality traits they were either born with or developed through years of training, formal or not. This attractiveness or congeniality, whatever we may call it, is one of the most valuable attributes that any professional dealing with clients can possess. It is a curious fact that few technical people possess this power of attracting people. That is why "techies" seldom succeed as sales professionals. They rely solely on the facts and their technical knowledge. They treat all customers alike. In fact most have an underlying contempt for their customers ignorance of a product or subject, which some of them do not even bother to

conceal.

Personal Capital

The fact is that a salesperson's best asset is the goodwill of their customers. If you have built up a reputation for honesty, courtesy, knowledge and reliability, you have acquired real "personal capital". No one can take this away from you. No thief can steal it. No one but "You" can destroy it.

In Closing:

A true measure of success is the number of friends that you have acquired, in both your business and personal life. Always strive to make new friends; it's the secret of good management and of a great marketer. It's

a sure fire way to make your business succeed.

MAKE FRIENDS: YOUR SALES WILL TAKE CARE OF THEMSELVES AND YOU WILL NEVER LACK CUSTOMERS.

The aim of every company should be permanent patrons, not people who buy once and never again. New customers are far more costly (in the way of advertising or the work of canvassing for them) than the time it takes to be a friend.

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Be Your Own Best Friend

By Sibyl McLendon

What does being a "best friend" mean to you? I imagine that just about everyone is or has been a best friend to someone in their lives. I encourage you to take some time and examine what being someone's best friend really means.

Usually, a best friend is supportive of you when you need it. If they disagree with something that you

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are doing, they are honest about it without being judgmental with you. And, they can still be supportive of you even when they are not sure that you are right.

A best friend loves you no matter what. They are accepting of what you look like. They understand your limitations, but love you anyway. If you fail at something they are there for you, to help you pick up the pieces and try again.

A best friend never talks badly about you. They only want the best for you!

You certainly are deserving of all of this in your life.

Why not try being your own best friend? Treat yourself as well as you would treat your best friend. You would not talk badly about your best friend, so don't talk badly about or to yourself. Would you force your best friend to do something that they did not want to do? Then don't force yourself. Would you want your best friend to be in a loving, respectful relationship? Then find that for yourself. Be just as loving and kind and good to yourself as you would be to someone else that you loved.

Try sitting down and making a list of the qualities that a best friend has. Then work on applying these qualities to yourself, for yourself.

Learn to hold your own hand and be the most supportive person in your life. When you learn to be your best friend, then everything changes for the better. You are not dependant on others for your self-esteem. You are not always looking outside of yourself for your own happiness and success. When you learn to respect yourself, you also learn that you deserve only the best that life has to offer. Then, you go out and get it!

Sibyl McLendon is a personal spiritual coach for Circle Of Grace

. Circle Of

Grace is a unique blending of Native American spirituality and holistic wellness coaching, and has loads of free stuff for you personal growth. Sibyl is 1/2 Navajo, and lives in southwestern part of the U.S.

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