

Do You Have to Be Aggressive to Make Sales?

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By Ari Galper

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A few weeks ago I was onsite at a company that had hired me to train their sales team on how to stop using traditional selling and start using the Unlock The Game™ sales approach.

After one coaching session, one member of the sales team came up to me and said, "Ari, your approach makes complete sense — but I'm afraid I'll lose sales if I stop being aggressive and start being passive!"

Whenever I hear a comment like that, I want to scream, because it means that the person just doesn't yet understand that removing pressure from the sales process doesn't mean being passive!

But...I didn't scream. I took a deep breath and then explained that Unlock The Game™ is the reverse of passive.

Rather, it's an active attempt to create pressure-free conversations with prospects.

However, to do that we must eliminate behaviors and language that prospects can perceive as "aggressive."

We all know what these are — continual e-mail and voicemail "followups" in which salespeople try to pin down the status of a potential deal — is one common example.

The problem is that prospects react to aggressive, or perhaps we should say "overaggressive" sales behaviors by withdrawing and evading us.

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We could say that Unlock The Game™ actually takes the "middle ground" between passive and aggressive by being authentically unassuming, yet effective – and that this is the most stress-free and effective way to sell.

What do I mean?

I mean that you have to shift away from assuming that every prospect is a fit for your solution.

It's sort of like the legal concept of "being innocent until proven guilty."

We can't afford to make any assumptions about "fit" until our

conversation with the prospect indicates that we've mutually arrived at that conclusion.

The aggressiveness that turns off prospects sets in when you assume, every time you pick up the phone, that you have a solution for them.

Your tone of voice and language gives them that message long before they've even had a chance to agree that they have a problem you might be able to help them solve.

But if you can manage to find that middle ground of not assuming anything while also communicating in a low-key, unassuming manner, you'll discover a whole new effectiveness you could never have imagined.

Can prospects sense when you're assuming too much?

Sure they can — because most of us have been conditioned to present or talk about our solution as a way to engage prospects so they'll reveal their problems to us.

But that logic is completely flawed, because when you launch into your solution to someone who doesn't trust you yet, all you do is allow them to pigeonhole you as a stereotyped "salesperson."

So how do you make this concept of being unassuming but effective a reality?

First, learn to start conversations by focusing 100 percent on generating discussions around prospects' problems, rather than pitching your solution the second you hear an opening.

Second, learn to begin those conversations by converting the benefits of your solution into problems that your solution can solve.

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Third, after you and your prospects have identified a problem or problems, you can then engage in a discussion about whether fixing those problems is a priority.

It's only at that point that prospects have finally given you implicit permission to share your solution with them.

Jumping in with solutions prematurely will only land you back in the trap of being perceived as "aggressive."

With a Masters Degree in Instructional Design and over a decade of experience creating breakthrough sales strategies for global companies such as UPS and QUALCOMM, Ari Galper discovered the missing link that people who sell have been seeking for years. Visit <http://www.unlockthegame.com> to get his free sales training lessons.

Classifications Of Poker Players

By Ryan Tenney

I've got a confession to make. I like playing poker. When you are playing online poker, you will generally notice several different types of poker players. Knowledge of different poker playing styles should lead you to an adjustment of your poker game. Generally, some players you may want to attack right off the bat, others you may want to leave alone. Here are some of the different players' styles:

Loose The loose player is someone you need to watch out for. They are characterized by their inexperience and usually play a lot of hands. Seemingly, the loose player is always in the thick of the poker game. Even with a poor hand, he will play until the very end of the game hoping to get some luck with his cards. If you play very aggressive with decent cards, exploiting a loose player shouldn't be that difficult. Most likely, a loose player will likely reward your efforts.

Aggressive loose An aggressive loose player raises the pot with nothing and bets no matter what card he has. He always calls bluff at every opportunity and is talkative and brimming with over-confidence. Don't get egoistical around an aggressive-loose player. And don't fall into the trap of playing his game and calling his bets just to expose the weakness of his game. When you have the cards to do so, attack them.

Tight Compared to an aggressive player, a tight player folds at every hand and waits for pocket Aces. They can easily be lured by a bluff. However, when they see signs of intimidation, they fold. Be cautious, however, if they don't fold.

Aggressive Tight These type of players are extremely cocky. Until the aggressive tight player gets a good hand, he will opt to fold several times. When he plays his cards, he tends to play like a loose player. He has knowledge of how to get more money for his strong cards. Likewise, he knows how to take it easy and let the other players on the table do battle when his cards are not good enough. You might be in a bit of luck if you are successful in bluffing an aggressive-tight player into a hand. Don't

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allow yourself to be played by an Aggressive Tight player. These are just a few examples of the general classifications of the type of poker players you may encounter at an online poker table. Remember, when you are playing poker, you are playing the personality of your opponent more than your card. Master these styles and quickly identify these players during your poker game.

Ryan Tenney writes for

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