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Dramatically Improve Sales with The KISS Test

By Frank J. Rumbauskas, Jr.

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We've all heard the term KISS at one time or another – "Keep It Simple, Stupid." However, the majority of salespeople violate this basic principle more often than not.

Let me start with some examples of what I'm talking about. At one position I held, I sat next to someone who could have been a top salesperson. He and I both operated much the same in that rather than cold call, we ran our own personal marketing programs to generate leads and simply took the calls that came in as a result. The problem is what he did with the calls. When someone called me, ready to buy, I immediately went into closing the deal and making arrangements to either come out with the paperwork or to fax it over. He, on the other hand, went into a full-length company story and a lot of other information that he absolutely should not tell a qualified prospect unless they ask for it. The end result is that people who called ready to sign up for one of our services lost interest and didn't buy anything at all.

Another example is what happens every time I try to make a business purchase. Here I am, saying "Yes, I'm going to buy," and the sales rep launches into a company story about how long they've been in business, who their big clients are, and on and on. Lucky for these salespeople, the product usually sells itself and I still buy. However, I'm willing to bet that a lot of people don't. Nothing is more frustrating than picking up the phone saying, "Hi, here I am ready to buy," and having some rep go into a story bragging about how great the company is and all that they can do. That comes off as pure arrogance to a business owner. What's more, talking about your big enterprise clients alienates most small business owners. They assume their needs will be placed second to those of the big dogs and that they'll be treated as just a number when calling for service.

I think most training is at the root of this massive problem. Every course I've taken has gone through the steps of a sale. The problem is, what if all the steps don't take place? Consider "objection handling." When I was working for that company I mentioned earlier, many of my prospects had no objections because my marketing pieces took care of them in advance. By assuming that each of these steps are going to take place, a lot of salespeople will cause something to happen when it really shouldn't have to begin with. If a prospect doesn't come up with any major objections, don't give them

a reason to!

I've seen a lot of managers require their reps to fill out a "lead sheet" that documents each step of the sale. This assumes that each of the steps will happen when they may not. If you're required to maintain these types of records, skip anything that doesn't happen naturally. Don't induce a prospect to enter a selling phase that may not only be unnecessary, but may cause you to lose the sale entirely.

Use the KISS test when you're selling. Always ask yourself if what you're doing is actually necessary. Believe me, you'll save yourself a lot of wasted time and lost sales by doing so. I did.

Frank Rumbauskas is the author of *Cold Calling Is a Waste of Time: Sales Success in the Information*

Age. He is the founder of FJR Advisors LLC, which publishes training materials on generating business without cold calling. For more information, please visit <http://www.nevercoldcall.com>

The Art Of Kissing

By Sayan Liyanage

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Kissing is something that I could talk about over and over again and never get bored. What can I say, I love to kiss? Nothing is better than a good kiss. Nothing makes the birds seem to sing louder, the grass seem greener than a great kiss. We have talked in past articles about kissing, but not really too much about methods. You aren't born a good kisser. The only thing that will help you is education and practice. I'm sure glad there are things like kissing to practice in life, life would have been boring if all it was, was geometry. Let's talk about different ways that you can kiss. Take some notes and practice on your woman. She will love the new attention.

First there is the domination. We all have seen those WWII clips of them men coming back from battle and kissing their wives. This is a kiss with some power behind it. It can say many things.

A kiss like this will knock her off of her feet. Maybe you might use this kiss if you haven't seen her for awhile. You might use this kiss if you are very horny and can't contain yourself any more. We all have had those strong moments where we feel like we have to kiss someone. We need an outlet for all the sexual frustration that we are feeling. The great thing about a kiss is, it is easy and fast too do. You can get your sexual frustration out without having to take off your clothes. The element of surprise is what makes a woman the wettest. This isn't a kissing technique per se, but you will get the drift.

While you are kissing her, roam her body with your hands. Explore every area that you can. This will make her go crazy before you can even begin to think about what your next move is. I can't tell you enough how important this is. Before you give your woman a kiss, make sure your breath smells okay. Don't go kissing her if you just ate a tuna on rye sandwich. If you are in doubt, go brush your teeth. You don't like it when she has shit stuck in her teeth that fall into your mouth.

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Lets talk more about kissing and not the do's and don'ts. The explore kiss. This is where you spend some time getting to know her mouth. This is a fun one from time to time. It shows that you are interested in her. You are learning new ways to excite her. This can be good for both of you. Good for you because you will learn new things that turn her on. Great for her because she will think all this time you are spending on her is great.

The peck before bed. You know you aren't getting laid when you get that little peck before she rolls over in her flannel night gown. It doesn't have to be such a little innocent kiss. Instead, look into her eyes when she gives you that little peck. Run your fingers through her hair and tell her that you love her. This will give her sweet dreams all night long.

Just like the peck before bed, turn that peck before you leave for work into something special. Tell her that you will be thinking about her all day long while at work. Look her in the eyes and smile when you say it. This will keep her waiting for when you get home. You can also use kisses to see where she is at sexually. If you are turned on but you are not sure if she is, kiss her and find out. Give her a long slow kiss, if she comes back wanting more, than you know you are going to score in the sack. If on the other hand after you are done she is talking about he bills you owe that month, you aren't getting laid

tonight.

You may not know it, but a kiss holds a lot of power to a woman. With the right kiss you can make her go from undecided to a horny vixen when it comes to sex. If you aren't sure that you will get laid, a kiss is a good way to test the waters. A kiss can also be a way to show affection. If you just want to show that you love her and are thinking about her, a great way to show it is a little peck. This will make her feel warm and fuzzy inside and know that you care.

Kissing shows interest. It maybe sexual or just love, but it does it all the same. Your woman will respond to this the same way time and time again. She will be happy to feel your lips on hers. Don't forget, you can never get too many kisses in your lifetime.

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