

## HOW I MADE A SALE WITHOUT SELLING!



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By Shery Ma Belle Arrieta

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Three weeks after I announced a free and customizable e-mail workshop I created, I received a rather bewildered and distressed e-mail from someone who signed up to take it.

In her e-mail, she wanted to know in what way was the free e-mail workshop relevant to her business. She wanted to know what good creating an e-mail workshop would do for her and her business. And I could tell from her e-mail she was genuinely lost and confused, and needed an immediate response.

I read her e-mail several times, and then I got ready to tackle her questions one by one. My answers were lengthy, and I also visited her site so I could give her more realistic examples of how she can use e-mail workshops in attracting leads or customers for her business.

In my response to her, I didn't try to give her a sales talk. I didn't focus on the benefits she would gain if she bought a copy of the e-book I'd written on the subject. Instead, I focused on her questions and answering them as clearly as I could. The only place I mentioned my e-book was in my signature line, just below my name. That, and the URL.

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A couple of days later, I received another e-mail from her. She thanked me for answering her questions thoroughly and clearly. She was surprised I visited and explored the site so I can give her examples and ideas for possible e-mail workshops she can use. And that same day, she bought my e-book — and I didn't even try selling it to her!

Two important lessons can be derived from this, and we can all apply these lessons every day when we go about building and promoting our business on the Internet:

1. Treat every legitimate e-mail inquiry promptly, respectfully and professionally, even if the e-mail borders on the annoying, antagonistic or silly side. Take the e-mails as a challenge to prove that you know what you are talking about; that you indeed do and live what you teach.

2. Sometimes, it's better not to think of someone who comes

to us as a "prospective customer" or someone we can convince to buy from us. Building, growing and maintaining a business is not just all about making money or producing large profits. It's also about gaining people's trust and making them believe you are sincere and honest.

Work on building good relationships with people and they eventually will want to do business with you.

Discover how you can have an e-mail workshop tailored for your business at an affordable price at The E-mail Workshops Clinic (<http://emailworkshopsclinic.com>). And while you're there, sign up for The E-mail Workshops Clinic Newsletter and receive the latest issue instantly!

### **Affiliates Should Ask For The Sale**

**By Peter Garant**

All businessmen know the importance of that last stage of selling which is called the "closing". Such stage of selling will clinch the whole session. The same is true among online businesses, such as the affiliate marketing business. The affiliate must conduct such a closing by asking the client for the sale.

Unfortunately, the asking for the sale in online businesses, such as affiliate marketing is more challenging than the asking for the sale in a brick-and-mortar business. In land-bound business marketing, the salesman can closely observe the target client's movements of the body and the eyes so that he can gauge if it is time to close the sale or not. But in an online business, the closing of the

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sale will not be helped by the body language of the customer. Obviously, the affiliate cannot see the customer's body posture.

And therein lies the problem for closing and asking for the sale. The affiliate has no means of knowing whether it is time to ask or not. The asking may be too early, when the customer is not convinced enough. Or the asking may be too late that the customer has already lost interest in the product.

In online businesses, such as affiliate marketing, the affiliate need not wait for signs. The affiliate should be gutsy enough to ask for the sale, whether it is time or not. And when the asking for the sale is too early, the target customer may decide to click on the back button and never come back. When the asking for the sale is too late, the target customer may already be exploring other websites.

Despite such a difficult situation, the affiliate must still ask for the sale. If he does not ask for the sale, some visitors will think that it is a government-sponsored website and all the information provided are free of charge. Perhaps the information is literally free in many articles. But such information is posted due to one single purpose - to make a sale.

Therefore, the affiliate should not just wait for the time when the visitor eventually realizes that he is expected to click on a link that will take him to the website of the merchant. The affiliate must indicate in his website and in his emails that what he has is a business and businesses involve selling. He should also state that the recipients of his emails are not obligated to buy immediately. These recipients can make their purchases later.

Peter Garant's affiliate marketing

<http://www.affiliatepays.com>

site sells affordable unique website

content

<http://www.affiliatepays.com/unique-website-content/>

to webmasters that understand the need

for unplagerised and high quality content on their websites.

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