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How To Make Prospecting And Selling Easy!

By Sam Blankenship

Most people starting a business forget about the most important part. They spend loads of time picking just the right product or service to sell. They'll carefully weight the best kinds of office equipment to buy. They'll even fuss endlessly over their workplace decor.

But none of that holds a candle to what is most assuredly the core of any new business: you can't succeed until you master prospecting and selling!

"But I'm really good at what I do. Won't word just get out and people will find me and want to buy?" you say.

Don't bet on it. We live in a busy, crowded world where thousands of businesses are shouting their marketing messages. If you don't get in there and promote — and promote WELL — your customer base will resemble a trickle more than an avalanche.

Here are several proven methods for finding lots of new prospects and turning them into customers. Then I'll show you an exceptionally EASY way to do all this on a shoestring.

1) Get a web site, get it listed on search engines, and let your site grab prospects 24/7. By now you've surely seen scads of small businesses doing this. For those who do it right, the Net can pull in lots of new customers with very little effort. But remember, it's not as easy as some make it look. Your site has to be good, your copy has to be right, and you must be visible in search engines to make the magic happen.

2) Sell over the telephone. I love email, and face-to-face meetings will always have their place, but good ol' telephone conversations are a top-notch selling strategy. Prospects feel like they've made a personal connection with you when you give them information over the phone.

3) Finally, method number 3 is the one to use if you don't want to or don't know how to build your own professional web site, or can't bear the idea of talking to hundreds of strangers on the phone.

How To Make Prospecting And Selling Easy!

Frankly, this 3rd method has become the only method I truly recommend to small businesses and individuals: **OUTSOURCING**. These days, you can **OUTSOURCE** all your online promotion and selling to companies that specialize in doing the work for you.

In the past, that would have meant spending tens of thousands per month to hire an outside selling team. Today, with online and telephone automation reaching new heights, you can have all the advertising, phone calls, and closing done for you by the pros for about what it costs to get a decent home office computer set-up.

Don't hesitate, do it! Getting a really good marketing, prospecting, and selling machine working for you is essential to your success!

Sam Blankenship is an experienced home-based entrepreneur who uses a state of the art automated system to do all his promotion, prospecting, and selling. Get full details on how you can use the same system at

<http://www.megawealthy.com/1706>

200% money-back guarantee ensures you **WILL** make

money! Reach Sam at

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The Danger of Success©

By Bill Truax

Keep Your Prospecting Muscles in Shape!

The other day I was visiting with one of my neighbors for the first time in a couple of years. We live in an area where we wave to each other a lot, but don't seem to talk much. As the conversation continued we started talking about how our respective companies were doing. He owns a chemical blending company with about 50 employees that is doing quite well.

I explained that our sales consulting and training business was doing pretty well also, and then he asked me the universal question I always seem to get. Do you know of anyone who is a good sales manager I can hire?

It seems as if a lot of smaller companies need a good sales manager. I wish we could manufacture sales managers, we would make a fortune.

As we talked further he said that he was looking for someone who can expand their markets and grow

How To Make Prospecting And Selling Easy!

their business with new customers. That of course set off an alarm in my brain, because that means Prospecting.

At this point I mentioned that what he needs is not so much a sales manager as someone who can prospect effectively. He chuckled slightly said I was right and then said "I have forgotten how to Prospect."

Now here is a man who started this company himself. At the beginning he was the head of production, operations, and sales. He did everything including prospecting so well that the business has grown to where it is today in just about 12 years. Yet he claims to have forgotten how to Prospect.

My response was that he probably hasn't forgotten how, his prospecting skills have simply atrophied. He agreed.

One of the biggest problems all of us face is the danger of success. We go out, grow a territory or market with hard work and lots of Prospecting. Then as we are reaping the benefits of all that effort we begin to discontinue the very things that brought us that success.

And the first thing virtually all sales people stop doing is Prospecting. Primarily because it is the one aspect of sales that exposes us to the most amount of rejection. Yet it is also the one area that can bring us the most reward. So the "risk" to Prospecting is matched and often surpassed by the "rewards." That is a great risks to reward ration – sure beats the lottery.

So how do we maintain a balance in our sales lives? Good question. With our BLITZ CALL® System for prospecting, for example, we suggest that you decide on a specific number of prospecting calls to make per week . Then simply make that number. We emphasize that you should not be concerned about what happens on each call. But you must make that number of calls.

We suggest you decide how many Prospecting calls to make, by using our method of Statistical "Prospecting" Control (S"P"C). Here is how to do just that.

- First, decide how many new customers you want in the next 12 months.
- Second, determine how many people you have to call on right now to get that number of new customers taking into account your sales skills, product line, markets, and so on.
- Finally, take that number and divide it by 40. 40 is the number of weeks most sales people are actually selling in a year.

The answer is the number of calls you need to make per week.

For example, let's say I want 40 new customers this year and my current closing rate is 20%, that is for every new customer I have to call on 5 Prospects. So in order to get 40 new customers, I will need to get 200 new Prospects.

How To Make Prospecting And Selling Easy!

Divide 200 by 40 and that tells me I have to make 5 Prospecting calls a week. Now that is pretty easy for any field sales professional.

Pretty simple. If you do this you won't have the up and down cycles so many people run into in sales. Keeping a constant flow of new prospects in your pipeline makes life a lot easier. Also, as you get better and better at Prospecting, you will have to make fewer and fewer Prospecting calls.

When you have an effective prospecting skill, don't let it atrophy simply because your business grows and you don't want to Prospect any more – times change. Now you know how to keep your prospecting muscles in shape

Sell Well and Often

Bill Truax

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Bill Truax is a Sales Management and Field Operations Consultant living in Cleveland, Oh. He conducts Sales Team Assessments, conducts Management and Leadership development programs, and works with Field Sales Professionals both in the field and in workshops. He has written 3 books and recorded 2 CD's on Prospecting and Making Cold Calls and conducts a variety of skill based seminars, workshops, and train the trainer programs. Visit his website at

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