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Intuition: Your Secret Weapon for Sales Success

By Lynn Robinson, M.Ed.

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Mark sits at his desk with his eyes closed, pen in hand, apparently deep in thought. Or is he dozing? Actually, he's about to take a crucial first step in winning a new account.

Holly is on her way to see a potential client when a flash of insight radically changes her strategy for the meeting. An hour later she has a contract for a six-figure account plus a substantial signing bonus.

Mark ponders and Holly has an ah-hah moment. Yet they're both doing the same thing – they're checking in with their intuition before making a sales call. Why? They've discovered that the insights and promptings they get from their "inner voices" can help them score more sales more easily than when they go it alone.

Make Intuition Your Ally – Intuition is the secret weapon of many successful sales leaders. Ask them about it, though, and they're likely to describe it as "gut instinct." Sound familiar? Of course it does, because whether you admit it or not, you're highly likely to have experienced it yourself, and just as likely to have ignored its messages.

The fact is, everyone receives intuitive information. It's both a gift and a skill, and the more you practice it the better you get at it. How does your intuition speak to you? Do you receive information in words, feelings, a flash of insight, a gut reaction? Do you simply just know? Roy Rowan, author of a study on intuition, said, "This feeling, this

little whisper from deep inside your brain, may contain far more information – both facts and impressions – than you're likely to obtain from hours of analyzing data."

Ask Your Intuition Questions – My friend Mark, who you met at the beginning of this article, is a national sales leader in his industry. When I asked him how he explains his success he told me that before he meets with a client he asks his intuition a series of questions such as, "What do I need to know about this company?" "What is the best way to approach the decision maker?" "What should I know about who I'm competing against for this sale?" "What can I do to win

this account?" He sits with pen in hand and quiets his thoughts. The answers come to him as he writes. Mark's competition scratches their heads.

Keep Your "Inner Sales Person" Positive – Pay attention to what you tell yourself about your sales prospects and your life. If your "self-talk" is positive and optimistic your personal and business life will reflect that. Try a simple experiment. Close your eyes and say the following to yourself for about 30 seconds: "I'll never get ahead. I'm not good at sales. I won't make my quota this month." How do you feel? Depressed? Demoralized? Hopeless?

Now do the same experiment and focus on these statements: "Things have a way of working out." "I'm learning some new skills and things are beginning to change for me." "Today I'll take steps that will open up opportunities for more income." Now how do you feel? Hopeful? Optimistic? More confident? When you're in this state it's much easier for you to be open to intuitive messages pointing you to avenues of increased prosperity.

Know Your Gut, Know Your Client – Successfully making the sale requires that you process hundreds of pieces of information subconsciously. You must develop and trust your ability to use your intuition to read between the lines. Do you press a client for the sale, or do you back off and wait? Are they motivated by the lowest price you can offer or is the quality of your product or service the prime impetus for buying from you? Many times, logic and analysis will provide that information. On other occasions, your gut feelings or instincts – your intuition – will provide the

answers.

Use the Power of Silence – As any good salesperson will tell you, "Sometimes the best thing to do is 'shut up.'" But there are times when you also need to silence your mind to receive valuable intuitive insight. When you need help making a decision – pause – take a deep breath, reflect on the question and allow the intuitive impressions to come to you. Intuition is often described as "still and quiet." It doesn't usually answer in a big, booming voice. It is much subtler. Pay attention to any images you receive, words you hear, physical sensations you experience or emotions you feel. These are all ways that intuition will communicate with you. Write down any impressions you receive. Some people find that intuitive insights will pop into their mind immediately. For others, it may come later in the day when they least expect it.

Make Your Enthusiasm Work for You – Intuition often communicates its message through passion and excitement. The root of the word enthusiasm comes from the Greek, *entheos*. It literally means, "God within." If a sales strategy or decision leaves you feeling drained or bored, that's a clear message from your "inner guidance" saying, "Don't go there." Conversely, if you feel energized and enthusiastic, your intuition is giving you the green light to continue with your plan of action.

Envision Your Success – Spend time each day imagining your ideal life. Envision the details of that life. Imagine you are living it now. What are you wearing? What are you feeling? Who are the people around you? We are often quite clear about what we don't want. The path to success comes from spending time thinking about what you do want. What does an ideal day, month or year look like to you? Being clear about what you want is often the first step in being able to create it. Successful people visualize their goals and dreams. Your intuition can help you achieve success when you know what you want to achieve.

Write it Down – Many people have great success receiving intuitive information through writing. This technique is similar to brainstorming. Write a series of questions about your choices. Suppose you have to make a decision to fill a position in your company. You might write, "If I hire Mary

will the company's sales increase?" "If I hire her will this be a positive choice?" "What are her strengths?" "What are her weaknesses?" When you've completed your questions, write the answers quickly just as they come to you. Repeat your intuitive Q&A about each potential employee and then assess the results.

Take the time, make the sale – Be sure to set aside time to routinely check in with your intuition. It won't be long before you'll be experiencing faster, stronger and more accurate insights. Though intuition can be described as a secret weapon, there's no big secret about how to use it. Follow the suggestions I've outlined above, and begin now to enjoy the rewards of this powerful competitive advantage.

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Lynn Robinson is one of the nation's leading experts on intuition. As a business advisor, she provides

vital insights on goals, strategies and critical decisions. She is a best-selling author of three books, including *Compass of the Soul*. Lynn has appeared on Fox Cable News and in *The New York Times*, *USA Today*, *Boston Globe* and *Boston Business Journal*. Contact: 1-800-925-4002 or www.LynnRobinson.com.

The Secret Affiliate Weapon: Weapon Of Mass Online Profits?

By Caiden Felix

Ewen Chia is a man with a considerable reputation. He is as respected within Internet marketing as tiger woods is in golf!. Ewen is one of the most successful affiliate marketers on the web...this man generates HUGE wads of cash from his products, affiliate programs and joint ventures. Now, Why am i blabbering on about Ewen Chia? Well, its because hes just released the Secret Affiliate Weapon!

Whats The Secret Affiliate Weapon?

The Secret Affiliate Weapon is Ewens new money making system. Basically, the sales page promises that Ewen is going to reveal some of his most effective affiliate marketing strategies if you sign up for his membership site. Its also incredibly cheap at \$9.97 (typically this sort of system would sell for upward of \$50). This made me very skeptical to start with, although it proved to be unfounded . Secret Affiliate Weapon promises to "show you how to make massive amounts of instant cash from affiliate programs on complete autopilot". A bold claim indeed! Is Ewen true to his word? Well lets see shall we.....!?

So What Did I Find When I Purchased The Secret Affiliate Weapon?

What i found is that Ewen clearly presented 3 of his principle weapons in a concise little blueprint package. One in particular proved to be very very useful to me. You see, one of the hardest things that affiliate marketers often have to overcome is breaking into a competitive market. It can be very intimidating indeed. Secret Affiliate Weapon presented me with Ewens thinking on this topic and it blew my mind! It basically slapped me in the face, showed me what i was doing wrong, and what i should be doing to get it right! This alone was worth 10 times what the asking price for the whole Secret Affiliate Weapon package costs.

Any Bad Points?

One thing that i will say is that Secret Affiliate Weapon will not be ideal for Internet marketing beginners as the system assumes that you already have some basic experience.

In Conclusion

The Secret Affiliate Weapon turned out to be a real gem, and im pleased that i found it. Ewens really got it right (as usual) with this one and i recommend it whole heartedly!

Thanks for reading, Caiden Felix

Did you find this review on The Secret Affiliate Weapon useful? You can learn a lot more about how The Secret Affiliate Weapon can help you by



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