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**Knowing When NOT to Sell**

**By Ron Sathoff**

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Before entering the world of marketing, I spent many years as a college instructor. One of the most important lessons that I ever learned about teaching was the fact that saying "I don't know" as a response to a student question wasn't necessarily a BAD thing -- in fact, the truthfulness of the answer did more to build my credibility with my students than any lame, improvised, off-the-cuff answer could.

Of course, I also realized that you have to follow up that "I don't know" with a firm "but I'll find out for you." In other words, when I didn't know the exact answer, I would make sure to do my research to see what I COULD offer the student in the form of an answer.

I believe this principle also holds true for sales. As a salesperson, you have to remember that you are selling YOURSELF as much as you are selling a PRODUCT, especially if you are looking for any kind of return sales or long-term relationships with your customers.

That means that you should be truthful with your clients and customers, even if means that you might not make the immediate sale. For instance, there have been times where clients have asked me, "Do you think a press release would be effective?" In many of these cases, the answer is "Yes" and I will tell them so. However, there are also cases where a press release WASN'T appropriate, and even though it meant losing the sale, I made sure to let them know that they wouldn't get the results they were looking for and that I wouldn't recommend it.

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Of course, you have to remember to add the equivalent of a "but I'll find out" statement. In the case of sales, this is usually in the form of "but here is something else that I think WOULD work for you." Just make sure that you are being truthful here as well -- otherwise you're doing nothing more than bait-and-switch! My point here is simple: Show the customers that you are interested in making sure they are satisfied, rather than just being interested in the sale.

The result? Your customers will be grateful for being told the truth, and even though they might not buy NOW, they know who to

go to when they have another project that needs to be done. You'll probably get some good word-of-mouth advertising too!

It may seem counter-productive, but knowing when NOT to sell to your customer can be a great way to create an image that will eventually lead to MORE sales. If you are in your business for the long run, creating a reputation for honesty, caring, and personal attention will do more than any "hard sell" could ever achieve.

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## **When To Sell Penny Stocks**

### **By Sam Chim**

Penny Stocks can be a very effective way to provide you with a secondary income. They can be used to create passive income because they do not require you to be constantly watching over them. The problem that most people have when it comes to stocks is – not knowing the right time to sell.

Penny Stocks can rise very quickly but they can also fall quickly too. The reason that most investors hold onto a stock is because they fail to separate their emotions from their actions.

All of your penny stocks buying and selling should, of course, be based on sound research both of the market and the companies' recent history. How the company is doing in terms of profitability, whether they are just about to, or have just announced profits, losses or new patents, discoveries and products, can all affect your decision on whether, or not, to buy.

Knowing the right time to sell your penny stocks however can sometimes seem, as much an art as a science, although getting it wrong can be fatal. Many people seem to put all their research efforts into

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knowing what penny stocks to buy and when to buy them.

Investors seem to forget about researching to sell stocks. Instead, they let their emotions take control and sell at the wrong time. Investors selling at the "wrong time" fall into two categories. These categories are, The Runners and The Sitters.

The Runners like to take profit way too early. They see their Penny Stocks rise a little and sell because they don't want to "risk too much". I've seen it time and time again; these people set out to earn a 25% Return on Investment and end up taking profit at 1%. Someone who takes profit twice at 25% earns a lot more than someone who takes profit twice at 1%. Usually, as soon as they sell a penny stock, it will rise even further and they'll be wondering why they sold so early.

The Sitters are the heavily emotionally involved in their penny stocks. They are gamblers at heart and just do not want to let go of a losing position because "it could bounce back any day now". When they do let go of their Penny Stocks – there is virtually nothing left. The sitters like to sit on a losing position. They like buying but dislike selling.

Do you want to be a Runner or a Sitter? Well, I hope you are neither. You want to be a winner. A winner will separate their emotions from their investment thinking and will also research when buying and also when selling. They will buy and they are not afraid of selling.

There is great deal of profit to be made from trading in Penny Stocks. But you have to know not only what to buy but also how long to keep it and when the best time to sell. The answer, as with most things in the world of finance, is good information and research. But that doesn't end when you buy. Find out why your penny stocks are rising and this will put you in a much better position to know when to sell.

This article was written by Sam Chim. To find out more about investing in penny stocks, please go to

.



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