

This Free E-Book is brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**

**Marketing Without Selling**

**By David Weeks**

I remember back in the mid 90s when I was "in between" jobs, in debt and broke. My "in between"

job status at that time for a period of about one year was a car salesman. Now, I know what your thinking. Why? My answer.....hmmmmmmmm. Anyhow, it happened and as it turned out, it became quite a learning experience. What I experienced as a car salesman in my very brief career by choice, was rather disturbing. This is by no means an article on selling cars. This is what salesmanship is and is not.

So I was in the car business, and was virtually taught the wrong way to be a salesman or salesperson. When it comes to shopping for a car, overall it becomes somewhat a rather unpleasant experience for all parties involved. Here is a typical day in the car business: You wake up in the morning to put on the shirt and tie for the day in the middle of July in Florida. Its about one hundred degrees with humidity. You get in the car and drive to work asking yourself, why.....why..... because you know there is going to be an unpleasant experience waiting somewhere around the corner. You arrive at work and find yourself getting ready for the morning "meeting abuse" which always ends up that we are terrible salesman and we need to sell cars! Really? We need to sell cars? Ok. So, after the meeting we all leave the room with bruises and bumps and we are ready to practice the art of being a salesman.

For those of you who do not know, when a person arrives on the lot to car shop, he is referred to as an "up" in the car business. Usually, all of the salespeople are lined up outside like vultures waiting for an "up" so we can swoop in and turn on the really lame salesman charm. Now, at this point, you meet the customer. "Hi, my name is Dave" (smile). Then, the customer replies, "Were just looking". Of course they are just looking. Not by the time I get through with you. By the time we get through with you, you might be running out the door and never look back.

So, Im following the "We are just looking" people around the lot because if I don't, I will get yelled at by the powers that be. The potential customers that I am with do not want me near them at all at this point. And with good reason. Car shopping and or buying is the equivalent of going to the dentist. It can be a painful experience.

## Marketing Without Selling

Now I am asking the nice folks on the lot all types of questions, trying to create trust and learning something about them that will help me sell to them. This is an ok method for the car business, because this is the way it has been taught. Now the problem from the "get go", is that most customers back then were the old school. To them, car buying was rolling up your sleeves and get ready to do battle. That's really not the way I want to make a living, but that's what it was.

So, what do you really have from this? You have uninformed people at all angles. First of all, customers come onto the lot thinking their "trade-in" is worth a fortune. And to there surprise, it's not. They did not do their own research on their "trade-in". Second, they don't know what they want. They want to spend no money on a car they can not afford to begin with. Again, they did not do their research.

Now, another problem. As a salesman, if you are going to make it in the business of selling anything, you have to rise above everyone else and figure out a strategy that is going to attract people to you automatically without being annoying and pushy from the start. I noticed that most of the salesman on

the lot were not doing anything but waiting for something to happen, and unfortunately I was one of them. Because I didn't know either.

Now, when I could not close someone, here comes the sales manager thinking he's the be all to end all and that the "hammer them" into the car technique is going to work. You see the philosophy behind most selling in the car business, as an example ,is if they leave here without buying from us, they will never buy from us.Well, maybe your right. But let's not forget. In the world of sales, let the salespeople do their job by giving there potential customers all of the information they need to make a well informed decision. And if they don't buy today, let them remember you and your salesmanship and whatever great strategy you came up with for them to make the buying process easier. Believe me, after they have been everywhere else, they will remember you.The "in your face" approach does not work anymore.

(c)Copyright 2006.All Rights Reserved

David Weeks writes articles on marketing, personal finance, and network marketing. He also has a free course on network marketing "The 5 Phases Of Network Marketing" located at

<http://www.the5phasesofnetworkmarketing.com>

### **Pre-Selling In Affiliate Marketing**

**By Peter Garant**

There are many entrepreneurs today who are earning thousands of dollars each month. They have found financial freedom. And when asked what they exactly do with their online business, their answer is affiliate marketing. But what makes many entrepreneurs successful in affiliate marketing? Entrepreneurs are successful in affiliate marketing because they were able to convert the visits of

Internet users into sales.

How is it possible for affiliates to easily convince visitors to purchase their products? The answer lies in pre-selling. The big secret in affiliate marketing success is an effective pre-selling. Pre-selling happens when the visitor is already willing to purchase the product even before he clicks the banner that will link him to the merchant's website.

In pre-selling, the target customer is already convinced of the importance of a certain product. And by the time the target customer arrives in the merchant's website, he will immediately proceed to the order form page. Thus, the affiliate gets a high conversion of visits into sales. But how will an affiliate conduct an effective pre-selling?

First, the affiliate must realize that having banners alone is not reliable. Some visitors may click on such banners and the affiliate may be paid by the merchant in a pay-per-click compensation scheme. But the earnings from such a set-up will be meager. With banners only, the affiliate will be struggling just to earn a few dollars. Therefore, the affiliate must have more in his website other than banners.

This leads to the second thing that an affiliate must realize and do something about. The affiliate must realize that he must have good content in his website. Such good content must be two things. First, it should make the affiliate's website land high on the list of search engines. This is putting the website in the path of target clients. And second, the good content should entice the client of the importance of a certain product or range of products.

The content, however, should not do hard selling. That is, the content should not be obvious about the selling of the products. If the visitor realizes the selling, he will have second thoughts and may not click on the merchant's banner at all. This is why the content should be informative and should expound on the benefits of the product. The affiliate's website should become a fountain of information for the visitors so that he will return again and again to the website.

It is also a good idea to have several products being promoted in the affiliate's website. This way, the visitor will have choices and he will not think that the affiliate is simply selling the product.

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.



This Free E-Book has been brought to you by [Natural-Aging.com](http://Natural-Aging.com).

**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
**Impair Healthy Healing In People Over The Age Of 30!**