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**Show and Tell**

**By John Boe**

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Do you look for ways to involve your customer during your presentation or do you just babble on hoping you might say something that will generate a sale? Regrettably, unsuccessful salespeople display poor listening skills and have a tendency to talk too much. They use a "show and tell" sales presentation style that can quickly turn a customer off and cause them to mentally shut down. On the other hand, by developing your listening skills and finding ways to keep your customer actively involved in your presentation, you will dramatically increase your sales effectiveness and close more sales!

Several years ago, I heard an interesting story about a safety glass salesman named Bill Johnson. Bill was the top producer in his company and consistently outsold the other salespeople by a significant margin. One day the owner of the company congratulated Bill for setting a new quarterly sales record. The owner was curious about Bill's outstanding accomplishment and asked him what he felt was the secret of his success. Bill replied he was selling the way he had been trained to sell, but that he had added something to his presentation. He stated that during his sales presentation he used a hammer to strike the safety glass several times to demonstrate its strength and durability. Excitedly, the owner asked Bill if he would be willing to teach his hammer technique to the other salespeople at the next company training meeting.

Thanks to Bill's training, the company shattered its previous monthly record for safety glass sales! The owner was extremely pleased, but noticed Bill's sales had also increased dramatically and that he continued to maintain his production lead over the rest of the sales force. Surprised that Bill's production was still significantly higher than the rest of the sales force; he asked Bill if he had discovered any new techniques. Bill replied that he had made a minor change to his presentation that really made a major difference in his sales effectiveness. "I still use the hammer technique," Bill said, "except now when I get to the part where I demonstrate the strength of the glass, I hand the hammer to my customer and let them hit the glass!"

By handing the hammer to his customer, Bill discovered the secret of successful selling. He took his sales career to the next level by finding a way to keep his customer actively involved during his presentation. Are you keeping your customers actively involved? If not, learn from Bill and discover a

## Show and Tell

way to put the hammer in your customer's hand!

John Boe, based in Monterey, CA, is recognized as one of the nation's top sales trainers and motivational speakers. He helps companies recruit, train and motivate quality people. John is a leading authority on body language and temperament styles. To view his online Video Demo or to have John Boe speak at your next event, visit <http://www.johnboe.com> or call (831) 375-3668.

### **Magic Show Tips**

#### **By Preston Houer**

For magic enthusiasts, what could be more fun than being able to organize a magic show of their own, right? However, it might not be an easy task to prepare for one magic show that will bewilder your friends and other speculators. Don't fret. Here are some tips and suggestions that might help one in prepping for one fun magic show that will make all the audience spellbound:

#### Prepare the Stage

A magic show will not be as exciting if it is done in a place where there's no stage. One must set up a stage that could consist of either a piano bench or a small table with a blanket or table cloth.

Drapes help a lot in seeing to it that the audience don't get a glimpse of your activities before performing a trick. Have a certain spot where all your tricks can be done.

#### Prepare the Props

A magician will have a hard time amazing his or her audience without the help of various magic props. Gather all the paraphernalias that will make the magic show successful beforehand to avoid scrambling around at the eleventh hour.

The usual props used by magicians include playing cards, hats, animals, a handkerchief, etc.

#### Prepare for the Tricks

What's a magic show without magic tricks? Practicing the tricks well before the magic show will make one magician less doubtful on whether his or her magic show will be a hit or not. Here are some rules that a magician should follow when doing a magic show:

1. Don't kiss and tell a trick.

Magic is made to amaze the audience. Telling how to do a trick will spoil that purpose. A trick that is told how to do will lose its mystery.

2. Trick only once.

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When a trick is done for the first time, the audience will be very amazed. Doing it twice will make the audience predict what will happen and the risk of figuring the trick out is not impossible.

3. Practice like there's no tomorrow.

When one is not that comfortable with a certain trick, it is not advisable to perform it. Practicing in front of friends or other people before the show in front of an audience will help a lot in making the magic show successful.

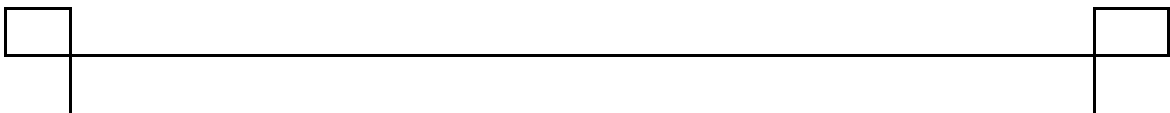
4. Be or look confident.

Acting nervous will make you a laughingstock. When you are going to be the man of the show, it won't help to be stammering and trembling while performing the magic tricks. Practicing will help you in this arena.

Preston Hauer has been involved with the art of illusion and sleight of hand for over 30 years. Let Preston show you how to Have Fun With Magic. Visit His Site Today!



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