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So What's Your Argument?

By Ken Nadreau

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Arguments aren't always bad things. Sometimes

They're used to convince someone of an

important point they may not yet realize.

You've probably used arguments in this way

most of your life in fact!

Maybe you wanted to go somewhere and had to

convince your parents that it was a good idea to

let you go. So you argued your position with them.

Maybe you wanted to buy a big ticket item and had

to argue the value of buying it with your spouse!

Arguments don't necessarily have to be shouting

matches. They can simply be a device used to

convince someone of something that you feel is

important.

It's funny then, how so few sales people use the art of

So What's Your Argument?

arguing to sell their products. Wouldn't a person who

wants someone to buy something from them want

to try and convince that one that it'd be a good idea?

Maybe it's because it's not such a good idea?

Could be why so many sales pitches are designed to

connive potential customers into buying rather than

giving them a convincing argument instead.

Let's face it . . .

Who'd want to argue a losing point?

After all, if a product is of little value, who in their right

mind would want to take the position of trying to

convince someone it had value?

Maybe that's why so few try to convince rather than

connive!

But what is the difference between convincing and conniving

anyway?

A conniver is like the person in a movie or TV show that's

holding something they probably shouldn't be. Suddenly, a

cop pulls up and he quickly passes the object to the person

next to him with the words, "Here, take this quick!"

The poor unsuspecting by-stander is "left holding the bag",

and doesn't know what hit him as he's dragged off to the

So What's Your Argument?

pokey.

So, to put it simply . . .

A conniver is the person who tries to get you to do something without thinking about it. He creates a sense of urgency and force feeds it to you before you can say no.

Now a convincer is quite the opposite. He wants you to know what you're getting into and is willing to spend the time going over it with you. He has a valid argument and has no qualms about letting you hear it.

So, by the time he hands you the "bag", you know exactly what's in it, and you've been able to make a rational decision about whether you want to "hold" it or not.

This leaves us with two important questions . . .

If you're searching the Internet looking for product to

buy, who would you rather run into?

If you're trying to sell valuable products on the

Internet, which of the above two do you think you should be?

Hopefully, the argument is clear!

Ken Nadreau is the author of "**Power Suits for Online Marketers.**" A free report that explains the three most important aspects of sales, and how using them, turns the average marketer into a legitimate, "well dressed" professional.

<http://taoenterprises.com/powersuit/index.html>

Deflate Objections In 15 Seconds

By Joseph Plazo

Does this symphony sound familiar?

You are too!

Am not!!

You are TOO!

AM NOT!

YOU ARE ALSO!!

AM NOT!!

Familiar? It's how kids argue. I'm sure you've tried this mode of arguing decades back.

Children, when pointed out that they are "xxx", tend to retaliate that their accuser is also "xxx" The accuser then balks, because people hate having their arguments thrown back at them. It's human nature and this demonstrates the Reflexivity Principle of Argumentation.

By applying a belief statement back to the person asserting it, we test the applicability of that belief within an equitable context. By equitable context, I mean that what's good for the Gander should also be good for the Goose. This determines the universality of the statement. If, by throwing an argument back to its issuer, we observe a resistance, then this could indicate a presence double standards. This surely makes the argument IRRATIONAL, and NON-UNIVERSAL.

Let's see this in play.

She says, " You're always with your officemates. Obviously you don't like me anymore"

To counter this with Reflexivity , you apply her argument back to her by saying, "My dear, you spend at least 3 hours a day with your friends after work. Does this imply that you love me less now as well?"

She will then see the irrationality of her argument.

Let's try another.

Mark says, "The Bush Administration wastes so much time bickering, debating and arguing. Obviously this country is going nowhere. Such a waste of time!"

So you come to the good ole US of A's defense by saying, "I see.... so shall I assume that your business will never prosper either? Your Board spends a lot of time deliberating and debating. I

So What's Your Argument?

observed that you, as Chairman, even seem to enjoy this and you goad them on! Now despite all that bickering, your company grows 10% per annum. Mark, I'm sure you're already aware of the value of

debate. Healthy deliberation illuminates multiple avenues of action. That's what your Board does. That's what the Bush administration accomplishes."

Okay, let's put this to practice. Someone brave, come to the front; volunteer 10 arguments.

Then let's have someone else come up with ten counter arguments using this principle.

Have fun!

A master of manifestation to his associates, Joseph R. Plazo offers intense executive coaching so people can find jobs and build careers.

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