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**Stop Sabotaging Your Sales**

**By Bob Leduc**

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Do your web pages, sales letters or personal presentations include subtle distractions that unnecessarily cause you to lose sales?

Sometimes prospective customers get distracted during the selling process by outside interruptions. You cannot control those. But many sales-killing distractions are caused by what you put in your web pages and other sales messages ...or by what you say in your personal presentations.

Here are 3 unnecessary distractions you may be creating that sabotage your sales – and how you can avoid them:

**1. Requiring Customers to Make Unnecessary Decisions**

Design your selling process so prospects do not have to make unnecessary decisions.

Some prospects have difficulty making a clear decision when they have several options. They often react by procrastinating and never making a decision ...and you lose the sale you already made.

Tip: Promote only one product or service at a time. You can develop separate promotions for each product or service you

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sell. You can even combine several products and services into one package. But always limit your prospect's buying decision to "yes" or "no". Don't distract them with a "which one" decision.

### 2. Diverting Your Customer's Attention to Something Else

Don't include anything in your selling procedure that can divert attention away from your selling process.

For example, I often see sales oriented web pages that provide clickable links to other web sites with the

testimonials. Why would any marketer want to send prospective customers to another web site in the middle of their presentation?

Some prospects will never come back. And for those that do, the flow of the selling process was interrupted – reducing the likelihood of closing the sale. Clickable links have many advantages ...but not when they are in the middle of your sales presentation.

Tip: Review what you usually say in live sales presentations and what you include in your web pages and other sales messages. Look for unnecessary diversions you may have included – and get rid of them.

### 3. Presenting Unpleasant Surprises

Avoid including any unpleasant surprises in your selling process – especially near the end.

For example: Many websites do not mention shipping charges until the very last screen of the shopping cart. This unpleasant surprise is one of the major reasons why customers abandon online orders. You can avoid this by always including the shipping charge wherever you list the price.

Tip: An unpleasant surprise can kill a sale. But a pleasant surprise can help close a sale. For example, adding an unexpected bonus immediately before your prospect takes the last action to complete a sale will usually eliminate any last minute hesitation.

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Don't ask your prospects to make unnecessary decisions. Avoid diverting their attention away from your selling presentation. And don't alarm them with any unpleasant surprises.

It's hard enough to get a prospective customer's attention once. If you distract them unnecessarily with something else you may not be able to get their attention again ...and you will lose a sale needlessly.

Bob Leduc spent 20 years helping businesses like yours find new customers and increase sales. He just released a New Edition of his manual, *How To Build Your Small Business Fast With Simple Postcards ...and launched \*BizTips from Bob\**, a newsletter to help small businesses grow and prosper. You'll find his low-cost marketing methods at: <http://BobLeduc.com>

or call: 702-658-1707 After 10 AM Pacific Time/Las Vegas, NV

### **Losing Those Last Five Pounds**

**By Norman Fleming**

My mother told me a little story the other night. When she first started working in sales, she said, her goal was to 'write a string of pearls' – in her parlance, five weeks in a row of 100 sales or more. Her first two weeks would be great – but that third week was always a killer. Four times in a row she got those two weeks, only to fail on the third week. Every morning she woke up and told herself, "I can write a hundred sales this week." And in the back of her mind, she'd add, "I can never get that third week."

On Thursday of that third week, she was struggling and determined, even though she'd only made 22 sales so far that week. She woke up and told herself, "I can write a hundred this week" – and for the first time, she actually HEARD what she was saying to herself in the back of her mind. "BUT I CAN NEVER GET THAT THIRD WEEK". Realizing how she'd been undermining her own attempts at positive mental attitude, she resolved to overcome it. She went out that day and made over 50 sales – and the rest of the week fell into place. Not only that, she went on to write a string of pearls that set a record in her company that has yet to be broken.

What was her secret? And what does it have to do with losing weight? Simply put, your biggest enemy in your quest to lose weight is your own self-doubt and negative thinking. Positive affirmations are a powerful psychological tool that can help you lose weight – but it's just as important to catch your negative thinking and turn it around.

How many times have you caught yourself thinking, "I can never lose those last five pounds."? No matter how positive you believe you're being, no matter how often you congratulate yourself for the

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great job you're doing, those lingering doubts are sabotaging you.

Overcoming them isn't a magic bullet that will make it all happen — but at least you won't be fighting your own inner voices when you face those last five pounds – or that piece of cheesecake.

How did my mother do it? She used a sneaky little trick that might be just what you need to get you past those last five pounds. She decided that since she could never get that third week, she'd stop thinking of this as 'that third week'. Instead, she'd just focus on selling what she could today. Setting a new goal for herself relieved her of the pressure and negativity that had been holding her back.

Setting yourself a new goal can freshen your perspective and wipe away all the 'failures' that seem to be holding you back. Forget the 'last five pounds'. From this morning on, think of it as 'only five pounds'. When you only have to lose five pounds, how can you miss?

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