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

The Science Of Selling

By Tony L. Callahan

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Whether you are pitching a proposal to a prospective client or writing copy for your web site, it is necessary to understand the science of selling.

In spite of what most people believe, selling is a science. And whether you know it or not, you are probably using some of the techniques of this science without even realizing it. Let's take a look at a few of the most powerful of these techniques.

Know your market

In all areas of sales, it is critical to understand the values and desires of your target market. What are their likes and dislikes? Are they motivated by price? Perceived value? Desire for status? Do they behave in a consistent manner? Tailor your pitch based on the information you gather about your audience.

Adapt to your market

If your audience is visually oriented, include lots of pictures in your presentation. If they are cut to the chase types include charts, graphs or bullet lists to summarize your most important points.

Listen to your market

Selling is not about talking, it is about listening. We have all dealt with the salesperson who goes on and on with their pitch, never really listening to our questions or objections. Do you buy from a person like this? Most of us won't. Listening is the key to the next technique.

Address their concerns

A serious prospect, one who is really interested will have some questions or concerns. Use the concerns of your audience to emphasize the strong points in your pitch. Pay attention to the words they use and echo these words in your responses.

Be prepared

Yes, I know it is the motto of the Boy Scouts. When the founder of the Scouting movement, Lord Baden-Powell, was asked what one should "be prepared" for, he replied, "For any old thing." This is

The Science Of Selling

excellent advice when applied to selling. Clients can be unpredictable. If you are prepared, this unpredictability can lead to many new opportunities.

Close, close, close

The best sales pitch in the world will be for nothing if you do not ask for the sale. People are not offended by someone asking for their business. They are used to it, they even expect it. So ask. In my coaching experience, this is the area where most clients fall short. Whether you use an overt close, such as, "Click here to purchase" or a more subtle approach, like, "Why not give us a try?", no technique is more powerful than asking for the sale.

These techniques are most effective when used in concert. They require effort and practice to be able to leverage their full potential, so take the time to study them. Look at your sales efforts, identify areas

of strength and areas that could use a boost. Apply these techniques to the weak areas and put the science of selling to work for you.

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Science Fiction DVD

By David Evermon

The world of Science fiction is a vast one. Millions of fans enjoy their science fiction collection for many different reasons. For example, a science fiction DVD may have tremendous monetary value, sentimental value, or just the value of enjoyment. Whatever the reasons science fiction fans have raised the popularity of owning their own science fiction DVD.

One extremely popular reason of watching science fiction DVD's is that they can be watched over and over again. Some of your favorite television show episodes have now arrived on DVD, which means you can watch your favorite show as many times as you want to, commercial free. Furthermore, fans of science fiction take great pride in owning every science fiction DVD available in a certain category, movie, of a specific actor, or of a television series. They make for great bragging rights when you attend your next sci-fi convention.

What is great about a science fiction collection is that it can be steadily built, with very little monetary investment for the most part. Now do not get me wrong, some specific science fiction DVD may cost you quite a bit of cash. However, for the most part, you can build an extremely vast collection without much of a dent in your wallet. For example, if you are looking to build your science fiction collection or start one for the first time, you could consider looking online to find a cheap science fiction DVD.

There are many places you can look, for example, there are complete websites available to you on the internet that caters only to science fiction fans and movies. Furthermore, you can save even more money by visiting auction sites such as eBay or find a wholesale distributor to save money on a science fiction DVD. Some other places you may be able to save big money on your science fiction

The Science Of Selling

collection is in general merchandise stores such as Wal-Mart or K-Mart.

You do have the option of shopping at specialize movie stores; however, you should expect to pay a little more money at these places. You could also find a cheap science fiction DVD in a video rental store. It may be a previously viewed movie, but it will still be cheaper than buying elsewhere.

Many fans looking to buy a science fiction DVD, may not even watch the DVD at all. It may be a special part of their collection. After all, many things are worth more when still in the original packaging, in mint condition, and has never been opened or used. This gives the science fiction more trading and selling power. Trading a science fiction DVD is a popular activity in the collecting world. Perhaps one person has a real desire to have a DVD that is in your science fiction collection, while they may have something of equal value that you have been looking so hard for. This again, gives you trading power, especially if the science fiction DVD is in good to mint condition.

David Evermon has been involved in many environment related projects, writing on many subjects including his science fiction hobby, David writes articles at



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