

The magic and science of statistics and sales.

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By Timothy L. Drobnick Sr.

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This article was originally written to teach my members how to get ISP clients, but you can use it for almost any business that you are in.

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when I was on the phone as a telemarketer, I discovered something very important.

If I kept my activity regular, that is if I worked the same amount of time each day, and if I was in good health, I could come to depend my income upon numbers.

I proved this theory over and over, not only to myself, but having hundreds of telemarketers do the same thing.

Each day I would keep track of how many contacts I made. Not calls, contacts.

A contact would be actually speaking with someone that could make a decision.

If you are calling businesses, the person answering the phone is not always the one that can make your decision you need, so that would not count as a contact.

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At the time, I was able to sell one product for every contacts I made. As time went by, I kept reading books on sales, self motivation, etc. and eventually improved my closing ratio on this same product to 1 sale for every 3.47 contacts.

To have a dependable income, I knew at the time what my ratio of sales were for the time.

At my peak with this product, I knew that if I wanted to earn \$800.00 for the week, I had to make 400 presentations each week.

At the end of every week, my closing ratio would not vary more than a fraction of a presentation. Some weeks it would be 1

in 3.47 or 3.24 or 3.30. It seldom varied much more than that.

Wouldn't you like to know that when you pick up that phone, and get a no, you are now only 2.24 presentations away from a yes?

HERE ARE IMPORTANT THING TO REMEMBER

I discovered that I could only depend on these numbers if:

1. I was in good health.
2. I put in the same amount of activity each day.
3. I kept track of my contacts.
4. I did not worry about the day to day ratios, the only one that counted was at the end of the week.

Some days the ratio would bounce from 1 to 1 and some days 1 to 10.

But I discovered, that over a weeks period of time, I got overall for the week, the very same ratio I counted on, week after week.

I suspect that since you are just starting out that your ratio on finding businesses that want website hosting will be 1 in 10. If that is your ratio, then you can learn to depend on it.

If you are keeping track of your ratios, you can also improve yourself to get a better ratio!

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To prove this system, I started a non-existent telemarketing company from nothing, no sales people, and started hiring and teaching my system.

Within 2 years, I had 1000 salespeople working out of our offices, grossing 10 million dollars a year.

I ran that business for 7 years and then retired.

SO I KNOW WHAT I AM TALKING ABOUT ON RATIOS.

This is why we will request you to keep track of businesses that say yes or no.

Write the name of each business you contact, and beside it write

1. No Contact, (That means you did not talk to a decision maker. If you talked to the receptionist, but that person was not a decision maker, that is a no contact),

or

2. Turn Down. (That means you did talk to the decision maker, but they said no),

or

3. SIGN UP. (That means they buy a website hosting package from you).

or

4. Call Back. (You talked to someone that wants you to call back, that person may or may not be a decision maker).

At the end of each day count how many Turn Downs and how many SIGN UPs you have. The others DO NOT count toward your ratio.

You will notice wide ratio swings each day,

but when you total them up at the end of each week, you will notice that soon your weekly average will be about the same.

We have a form on a website that we want you to enter your **TURN DOWNS** and **SIGN UPS**, so we can help you keep track of this, and let you compare with the other salesperson.

ONCE YOU KNOW YOUR RATIO, At the beginning of every week, you can decide how many **SALES** you are going to get!!

If you know your ratio is 1 in 10, and this week you want 50 sales, you know you have to do 500 contacts!!

IT IS A PRINCIPLE YOU CAN COUNT ON!

Magic: The Science Of Illusion

By Preston Houer

Magic has been connected to mystery and things that cannot be explained by science. But, during the recent years, there has been in-depth studies focused to magic. Now, magic is known to be the science of illusion. More than that, magic is also an art based on science and techniques.

In fields of sciences like psychiatry, illusion is said to be a distortion of sensory perception. But no matter how negative this may sound, magic has entertained people based on illusion. This gives the impression that something impossible has occurred. Magic tricks are based on scientific principles but people do not seem to connect magic and science.

Different illusions are being used in magic and there are seven types of them.

? **Production.** These are magic tricks out of thin air. Producing something out of nothing. Tricks like these include appearing acts - rabbit coming out of an empty hat, coins from an empty pocket and the magician or an assistant appearing through a puff of smoke on an empty stage.

? **Vanish.** Tricks from this category are those disappearing acts like coins disappearing, a dove vanishing out of thin air by a clap of hand and stuffs inside silks into the hands of the magician but when opened revealed nothing. This category is the total opposite of production. The similar tricks are used but done in reverse.

? **Transformation.** As the word suggest, the tricks in this category involve those which transform anything to another form - chicken to an eagle, fire into a rabbit or a broom into a woman.

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? Restoration. Magic tricks using this illusion is meant to restore something to the state it was once before like a cut rope into three parts back into one or cards cut into fourths and back to one.

? Teleportation. This illusion is meant to transfer things to another place. These are the classic tricks that truly amaze people like uncovered cages with one person each and they magically exchange places in a few seconds. This is what is known as double teleportation.

? Levitation. The trick involves lifting objects, animals and even people into air by using trance.

? Penetration. Tricks in this category involve the passing through of objects through a solid wall. One important thing in maintaining the illusion in magic tricks is the secrecy of the magician. The magician should maintain this secrecy in order to be respected and treated with credibility by other magicians. The only exception is when a magician shares the secrets of the trade with someone who is a serious student of magic.

Remember, you are "killing" the magic by telling the secrets of your tricks to others and reducing them to mere intellectual riddles and puzzles.

Preston Houer 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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