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**100% Effective Natural Hormone Treatment**  
**Menopause, Andropause And Other Hormone Imbalances**  
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**Three Ways To Sell Anything**

**By Kevin Nunley**

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All of us sell all the time. From a child asking Mom for a cookie to the CEO of a major corporation trying to ink a million dollar order, each of us sells. We sell our ideas and beliefs to co-workers, bosses, and family. We sell products, services, and concepts.

Here are three simple ways to sell anything. You can use them in person, on the telephone, or with email.

Way 1: Start a conversation. I never realized how effective this super-simple method was until I met Ted. He is able to get an order an amazing 98% of the time.

How does he do it? "Simple. I just talk to people," he says.

It all started early in Ted's career when he couldn't seem to sell anything. "I had recently gotten married and just when I really wanted to succeed, no one seemed interested in my sales pitches."

Sometimes our best ideas come when we're really discouraged. Ted got so down on his sales technique he forgot about it and just started talking with people. Amazingly, they bought. Sales started to trickle, then turned into a flood as Ted became the company's top sales person for his region.

I watched closely to see how Ted does it. He starts up a conversation. As soon as you mention something about yourself, he shows a big interest. He talks about whatever you are

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interested in.

I immediately feel like Ted is a friend I've known all my life. After twenty to forty minutes, Ted casually says "so can we get you set up with an order?" After such a good conversation, 98% of his prospects say yet.

Way 2: Ask questions. This is a very simple way to sell and it works for both products and services.

Most customers don't know half as much about your product as you do. In fact, most probably don't know much at all. Yet it is a

rare customer who starts off by saying I'm a complete idiot on this.

Ask questions to help find customers find the areas where they need more information. They may not even know what areas they want to know more about.

Let's say a customer comes into your computer store and starts looking for a new desktop. Ask questions to find out if the customer is mostly interested in processing speed, reliability, or a popular feature. Ask what frustrates them about their current computer or what they like that they fear losing with a new computer.

Find the customer's main concerns. Then give them as much information about those concerns as they seem interested in having.

This does three things: You eliminate doubts based on lack of information. You show you are an expert ready to help. The customer becomes convinced you are interested in the things that are important to her.

Way 3: Explain how your product or service works. Again, most customers don't really know how the thing they want to buy does what it does. There is so much more you can tell them to enhance the value they get from your product or service.

Let me give you an example. People love to send their press release to media, but most have no idea how to get one written, how to send it to media, or if the media will even be interested.

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Because I spent many years working in radio and TV, I can talk about how to send press releases from now until the cows come home. Customers love it.

I tell them how we put their contact info and headline at the top because editors are busy and may not read the rest. I explain how most editors read their email, but regular mail and faxes arrive by the bag loads. The customer learns how to change the slant of his story to interest media.

Once you take time to fully explain how your product or service works, most people are far closer to making a purchase.

At the root of these three methods to sell anything is human contact. These days it is hard to get a knowledgeable person on the phone. If you send an email inquiry, you'll probably get a form letter reply that has little to do with your question.

Customers respond when you give them good old-fashioned attention. Start a conversation, answer questions, and explain to get more customers. You will sell more products and services.

Kevin Nunley was one of the first to start a business online and succeeds even when others are giving up. See his 10,000 marketing ideas to promote your business at <http://DrNunley.com> Reach Kevin at <mailto:kevin@drnunley.com> or 801-328-9006.

## **7 Quick and Easy Ways To Multiply Your Sales**

### **By Mohamed Rabea**

There are always some great, fast and easy ways to multiply your sales without paying more for extra advertisements.

There are a lot of simple and effective ways that you can implement instantly to multiply your sales.

Here are 7 quick and easy ways for you to multiply your sales immediately.

1- After you sell your product, send your customers a freebie and include an ad on it. It could be a T-shirt, Mug, bumper stickers with your ad printed on it. This will let other people see your ads and order from you.

2- When you ship out your product, include a coupon for other products you sell. This is a good way to attract them to buy more products from you.

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3– You could cross promote your product with other businesses' products in a package deal. You can include an ad or flyer for other products you sell and have other businesses selling for you.

4– Sell the reprint/reproduction rights to your products. You could include an ad on or with the product for other products you sell. You could make sales for the reproduction rights and sales on the back end product.

5– When you sell your products allow your customers to join your affiliate program. So they will make commissions selling your own products. This way your sales will multiply.

6– Tell your customers if they refer few other customers to your website they will receive a full rebate of their purchase price. This way you will turn one sale to few more sales.

7– After you make your first sale, follow–up with your customers. It could be a "thank you" email and include your ad to other related products you sell. Also you can follow–up again every few weeks.

Once you implement those techniques you will notice a great jump in your sales. Also remember to use those ideas whenever you create or sell new products.

Mohamed Rabea is the owner of the Internet's most popular home based business and marketing websites, available from

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7 Quick and Easy Ways To Multiply Your Sales  
10 Mind Blowing Ways To Sell Your Products!  
10 Blazing Ways To Sky–Rocket Your Profits  
4 Alternative Ways To Gain Lifetime Customers  
10 Ways Focus Groups Can Propel Your Profits

147 Killer Epublishing Strategies

Money Saving ideas

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101 tips to stay fit and live longer.

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