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Turbo Charge Your Sales Calls

By Derrick Pizur

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by: **Derrick Pizur**

Do you want to be a sales champion? There are a few small secrets that will help you achieve these goals.

Commit to your goals. Write down your sales goals for this week, this month, this quarter and this year. I urge you to use specific numbers that challenge you, but are attainable. Post these goals in your office, commit yourself to meeting or exceeding those numbers. Commitment is the foundation that enables you to proceed with the remaining steps.

Ask involvement questions. Your No. 1 goal is to find the prospects need and then fill it. Sales champions use their time to find out what potential clients really need. This encompasses two purposes, one that you are interested in helping the prospect and two that you keep them interested in your presentation.

Maximize your time. Many amateurs spend a large percentage of their time prospecting. Sales champions develop systems that maximize their time and enable them to spend time doing what earns them money.

Ask your current clients for referrals as you close the deal, so youre striking while the iron is hot. Ask for referrals from prospects that do not buy from you. It is a simple idea, but it yields great rewards.

Prepare for objections. The most common rejections will be related to time, money and fear. Fear of rejection is normal for human beings.

Here are a few simple steps for handling objections:

Receive the objection. Allow your prospect to complete his or her train of thought before offering a rebuttal. Never interrupt.

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Acknowledge and clarify the objection. Endorse the fact that your prospect has offered a great idea and valid point. Ask some questions to make sure you understand the objection, which also allows the prospect to explain his or her idea completely

Answer the objection. This is where you address the objection. Many salespeople lose the sale here. Amateurs dance around the issue and usually never get back to asking for the commitment. You need to not only answer the question, but focus on following up with a closing question.

Create a win-win close. Sales champions create value in their product or service to move forward with their proposition.

Here are a few strategies they use to close the deal:

Trial close: Give the client a few choices for moving forward to purchase your product or service.

Assumptive walk-through close: Let me walk you through this so you get a complete understanding of how this is going to work for you.

Then walk your potential client through the steps of your process, getting him or her to visualize a simple, effective means to move forward. Finish with: Most important, if you have any questions, I want you to call me so I can either help you answer them or put you in contact with the right people who can. I want to save you time and money. So please feel free to call me anytime.

Method of payment close: Are you going to use a credit card or check to purchase today?

Give unlimited follow-up: Implement strategies to communicate with your clients regularly so you can build trust, loyalty and additional selling opportunities. Champions use thank-you cards, emails, voicemail messages, birthday cards, holiday cards, newsletters and personal phone calls. They stay in touch at least once every three to four weeks.

Derrick Pizur runs

, which specializes in high quality web hosting services. Need

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The Written Word – How to use it to Create Powerful Sales Letters

By Chuck Crawley

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The *written word* is the most powerful source of influence in the universe. Just think about how the daily newspaper

forces the opinions of the people who live in your hometown.

The *written word* is AWESOME!

So, how are you using it to *influence* your web site visitor or target audience in your email marketing campaign?

You CAN write Dynamic, opinion-changing ads, web page content and Sales Letters if you just follow a few simple techniques.

Learn how to breakdown your ideas into simple steps and you can create marketing materials that forces people to obey your commands and put your online marketing efforts in *over-drive*.

A Simple Sales Letter Template:

To create a great sales letter for your website or Autoresponder, just follow these 4 easy steps.

Step 1:

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** Take your best *shot* right up-front.

Your sales letter must *Grab* attention starting with the first line of text. Blow it here and you're Doomed. If you've done your homework, then you know what the Most Appealing Benefits of your product or services are. Use them at the very beginning of your letter. A bulleted list of STRONG benefits will keep them reading.

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How has your Bowling game been lately?

The TURBO THUNDER ball can:

* Increase your scoring by over 25 pins.

* Decrease the effort that you have to make to Explode

the pins.

* Make you the envy of your bowling team.

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Notice how I only mention the emotional benefits (What's in

this for me?) that a bowler is looking for. No technical stuff here. We'll get to that later. The longer the list the more you'll get the reader involved with your proposal.

Step 2

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**** Throw in a few technical goodies**

Tell them why this product is better than the rest. Do it quickly. You don't want to bore your audience.

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The TURBO THUNDER is made of pure titanium stock with a revolutionary weight block that was designed by scientist at the NASA space center.

You can choose from eight (8) custom colors and five (5) different surface stocks.

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The technical stuff is necessary but your primary goal here is to **make sales**. Sales are made by sparking the emotions. So, move past this part quickly.

Step 3

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**** Convince them WHY they should BUY!**

Use your best stuff here. Give them a powerful reason to buy your product or service.

1. Use testimonials.

"First time on the lanes with the TURBO THUNDER, I shot my first 300 game."

Chuck Crawley, Newport News, Va.

2. Tell them why they should only buy from you.

We have made a special arrangement with the TURBO THUNDER manufacturing facility to get the first 1000 balls hot off the assembly line. Because of this Special deal with the manufacturer we can offer this product to you at an unbelievable price.

3. Offer a Guarantee that's Irresistible.

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If your scoring with the TURBO THUNDER ball does not increase by more than 10 pins after the first 60 days, then you can return the ball back to us and get your full purchase price refunded. No questions asked!

4. State your very best offer.

The TURBO THUNDER will hit the streets with a retail price of \$250.00. Purchase the TURBO THUNDER from us within the next 15 days and you can own this revolutionary product at 50% off. Yes, that's right. Get the TURBO THUNDER within the next 15 days for an amazing price of \$125.00.

Follow these steps in this part of your letter and you will have them reaching for their credit cards.

Step 4

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Create a SENSE of URGENCY to Buy NOW.

Don't *drop the ball* here. You must create a sense of urgency. Then tell them EXACTLY how to order and how easy it is to do so.

The TURBO THUNDER ball is only available at this special discount price for the next 15 days. So, you must order today. This offer will NOT be available again after the expiration date.

To order today just follow these easy steps.

Click on the order link below.

Fill out the order form on the secure order page.

Or

Pickup your telephone and dial 1-800-999-9999. A friendly operator will help you to complete your order.

The Awesome POWER of the *written word* can work for you. Just use these easy steps to create your next sales letter or web page content.

Chuck Crawley has been a home-based business owner for the last 12 years. Get his Free Report on how to: "Unleash the Most Powerful product that you NOW Possess." You'll learn How to possess it INSTANTLY. <mailto:intprom-info4@online-venture.com?subject=WWord>

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