

THINK HARD AND SELL EASY



Graham McGregor

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By Graham McGregor

www.simplemarketinganswers.com

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Introduction:

Hello and welcome to 'Think Hard and Sell Easy'.

Let me start with two simple questions:

1: How many businesses are there in the entire world who are selling similar products and services at similar prices to the same type of customers as you sell to?

Obviously there are a lot!

2: Now, how many of these businesses do you think are getting better sales results than you are right now?

The answer again is there are a lot.

This leads to a very simple conclusion:

If these business who sell the same type of products and services as you do, to similar types of customers at similar prices are getting better sales results it only means one thing.

They have a 'better way' of doing some part of what they do.

It could be a better way of making a sales presentation, getting repeat sales, getting referral business, resolving customer concerns.

These people may have a better way of lead generation, a better way of getting customers to trust them or a better way of doing something.

If you want the sales to improve in your business your responsibility is to spend a bit of time each week thinking hard and looking for one or more of these better ways.

Because when you find a better way and implement it your sales will increase.

And often they will increase dramatically.

Here's a good example:

Many years ago I worked for a business that helped people create a large nest egg by owning high quality fully managed investment properties.



For the first few months I struggled to find a way to explain simply how investment property worked and why it was worth using as an strategy to create a large nest egg.

I then met a very successful sales person who had spent years selling investment properties.

This sales person showed me his ‘Stupidly Simple’ sales presentation which initially involved drawing two simple pictures of a house.



\$300,000



\$600,000

He then explained how you could turn a \$100 a week investment into a \$300,000 nest egg in very simple language that anyone could understand.

Four minutes later a potential client could see clearly ‘how’ investment property worked and why it was such an attractive investment to buy right now.

I tried his Stupidly Simple presentation myself and it worked remarkably well.

I got the immediate interest and attention of potential clients when I sat down to speak with them.

I ended up using this same presentation with dozens of people and sold over 37 million dollars of investment property in a surprisingly short time frame.

The hard work in this case was me realising that there might be a better way to do a sales presentation for investment property.

And once I discovered a better way to do a sales presentation then making sales was actually quite easy.

Important Warning:

There are always a number of better ways to improve your sales results and usually they are simple and obvious.

Many people will often miss these simple and obvious ways to increase their sales because they get stuck in rigid patterns of thinking.

They think that “this is the way we have always done things” so they often miss simple obvious ways to make more sales.

Here is a short exercise to illustrate this point.

These six numbers are in a simple logical order from left to right.

You have sixty seconds to write down what this simple logical order is.

8 5 9 1 6 2

Spend 60 seconds and try and work it out now.

(The answer to this exercise is on the bottom of this page.)

Most people get this exercise wrong because they get caught in rigid patterns of thinking.

The answer is very simple and obvious yet only one person in a hundred sees it.

It's the same in your business.

There are dozens of ways for you to increase your sales that are simple and obvious.

Yet to find them you have to be open to looking for a better way.

Answer to exercise from top of page:

The six numbers are in alphabetical order from left to right.

Eight Five Nine One Six Two

Most people when they see numbers try and work the problem out mathematically which is incorrect in this case.

In other words they get caught up in doing things the same way they have always done then.

In 'Think Hard and Sell Easy' I cover 21 better ways to increase your sales.

The hard work for most of these strategies will be thinking creatively or doing things a bit different from what you have done in the past.

The good news is that you don't have to use all the strategies in this guide to make a difference to your sale.

Just try a few of them and I know you'll be delighted with the sales results

Right, let's get going...

Warm regards

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ANSWERS**

Table of Contents	Page
Strategy 1: Use the 20 idea creative thinking method	2
Strategy 2: Find new uses for your product or service	6
Strategy 3: Find a new sales channel	8
Strategy 4: Attract more prospects with an unusual offer	10
Strategy 5: Eliminate a big sales obstacle	11
Strategy 6: Use Free Stuff to make more sales	13
Strategy 7: Make your business more attractive	15
Strategy 8: Ask for referrals	17
Strategy 9: Find what else your customers want and sell it to them	19
Strategy 10: Put up your prices	22
Strategy 11: Use the Dripping Tap to make easy sales	24
Strategy 12: Use Leap Frog Selling	27
Strategy 13: Find a new lead magnet that doubles the prospects you get	29
Strategy 14: Invent a new category for your business to boost your sales	32
Strategy 15: Use added value	34
Strategy 16: Find low hanging fruit and make easy sales	37
Strategy 17: Use positive sales movies	39
Strategy 18: Make your sales presentations better by asking two questions	42
Strategy 19: Ask for add on sales at point of sale	45
Strategy 20: Create customers for life	50
Strategy 21: Make Bigger Sales	53
Helpful Resource:	54
Action Pages:	60

It is always safe to assume, not that the old way is wrong, but
that there may be a better way.

— Henry Harrower —

Strategy 1: Use the 20 idea creative thinking method

To use this method you will need a pen, paper, 10-15 minutes of time and discipline.

Here's how to use the 20 idea method to increase your sales

Step One:

Write down at the top of a clean sheet of paper a sales goal you want to achieve.

Example "Double my sales in the next 12 months'

Be very clear about the exact result you want. In other words rather than "Increase my sales" make it "double my sales in the next 12 months."

Step Two:

Write down 20 answers to this question.

Step Three:

Take one of the 20 ideas and implement it immediately that day.

Comments and further instructions on these steps.

Step Two is the hardest part initially in using this method. It's like going to the gym for the first time when you're unfit and doing some exercise.

(It's hard work!!)

It may take you anywhere from 10-60 minutes to complete this exercise the first time. Most people find that the first 5-10 ideas are pretty simple. The next 5 are more difficult

The last 10 can seem like squeezing blood from a stone.

Here is an example of the 20 idea method being used on the goal of doubling sales in 12 months.

"What can I do to double my sales in the next 12 months?"

1. I could talk to double the number of prospects in the next 12 months.
2. I could increase the average value of each sale by 100%.

3. I could get my customers to buy twice as often
4. I could double the effectiveness of my closing techniques.
5. I could get five good quality referrals from each of my existing customers. (And turn two into sales.)
6. I could do a joint venture for lead generation with 25 businesses in a non-competitive field.
7. I could talk only to potential customers who could spend double the value of my average sale right now.
8. I could double my prices
9. I could half the time it takes for my sales presentation so I do twice as many presentations.
10. I could double the number of prospects who enquire each month about my products or services.
11. I could double my conversion rate of enquiries to sales.
12. I could spend twice as much time actually making sales presentations.
13. I could develop a new sales presentation that is twice as effective as my current sales presentation.
14. I could concentrate on selling my products and services twice as effectively.
15. I could differentiate our products and services so our customers perceive them as 100% better than our competitors.
16. I could double the number of sales people who sell our products and services.
17. I could get twice as much repeat business from existing customers.
18. I could find twice as many benefits for my products or services and tell these new benefits to potential customers.
19. I could get existing customers to start enthusiastically recommending my products and services to all their friends and colleagues.

20. I could reduce or eliminate the biggest objections that customers give us for not buying our products or services.

Step three

Look over your list and implement one or more of the ideas off your list today.

Example:

In the sample exercise above you may want to simply measure your conversion ratio which is mentioned in answer number 11.

Your conversion ratio is the number of sales you make divided by the total number of enquiries you had about your product or service.

So if you had 10 sales and 50 enquiries your conversion ratio is 10/50 or 20%.

You might find that all you have to do to double sales is to improve your conversion ratio to 40% which is 20 sales for every 50 enquiries.

The key to success with the 20 idea creative thinking method is to use it regularly and implement one of the ideas you come up with.

The more ideas you generate using this method the more likely you are to come up with a good idea that will actually work.

(By the way this creative thinking method can be used to help you make improvements in any other part of your life as well as increasing your sales.)

Example:

A business client I had called Lance was a manufacturing jeweller and a wholesaler of gift products. Lance supplied jewellers and gift shops around the country with a range of products most of which he imported. Lance had an overdraft with his bank of \$50,000 which he used to finance the importing stock from his overseas suppliers. In October one year his bank decided to cancel his overdraft because of a policy change at the bank.

Lance was in a panic because he needed to send \$50,000 within the next 10 days to one of his largest suppliers to fund stock for Xmas for all his clients. He had no assets he could use to raise \$50,000 and was facing ruin if he couldn't supply stock to his clients. He had talked to five other banks and they had all said no. He was at his wits end.

I taught Lance the 20 idea method and he decided to try it.

He wrote down the question;

"What can I do to get \$50,000 legally within 10 days?"

He then spent two hours answering the question twenty different ways.

He phoned me back in 10 days and said "Graham I've solved my problem."

One of the ideas he came up with was so simple it was amazing.

He contacted all his customers by phone and fax. (This was over 30 years ago and before the days of the Internet.)

He explained that his bank had cancelled his overdraft and he needed to organise money to send to his overseas supplier.

He then made the following offer to all his clients.

Instead of paying for your normal Xmas stock order in January, how about paying for it in advance just this once. If you do, I'll give you a number of extra bonuses. (These were some free stock and several other incentives.)

He got over 135 customers who agreed to his proposal and they sent him full payment for their orders now. He received over \$53,000 interest free within 10 days and saved his business. All from one good idea. And he got the good idea by using the twenty idea method.

I can't stress strongly enough the importance of you actually doing the work of practising the 20 idea method at least once each workday on questions that directly affect your business.

It's only when you do the exercise that you will come up with the ideas.

The ideas are often very simple and obvious.

Example:

A commercial real estate client of mine earned a \$73,000 real estate commission in 17 minutes using the 20 idea method. No money changed hands between the two clients he used the idea on yet he was paid a large fee.

Here's how he did it:

He had just leased a large building to a client for three years and had earned a great commission on the lease. He sat down over a beer with a few of his work mates and used the 20 idea method on the following question.

“How can we get another fee from this client with no money changing hands?”

They came up with 20 ideas and implemented one idea that day. They asked if their new tenant would consider signing a new lease extending his term from three years to six years if he would he could have free naming rights on the building. The client said yes. The commercial real estate went to the owner of the building and said the tenant has now signed a longer lease so the building is worth more. We would like another commission. The owner was happy to pay it.

The key here is that the commercial real estate sales person actually *used* the 20 idea method.

An important part of the 20 idea method is to *take action* on one of the ideas you come up with. You must *do* something.

When you take action on one of the ideas you are doing something different in your business. That's when you get changes.

The more times you practise the 20 idea method the more creative you will become. You will find ideas coming up even when you aren't using the exercise.

Action Step:

Try the 20 idea method on one of your sales goals and take action on one of the ideas you come up with.

Strategy 2: Find new uses for your product or service

One of the easiest ways to make more sales is to find new uses for your product or service.

A helpful marketing strategy is to ask this simple question:

"What common problems does my product or service solve for my customer?"

This can often identify a large number of new selling opportunities.

Here's a simple example:

Many years ago I was selling self-improvement seminars. People would attend these seminars and use the ideas in them to improve their performance and results in a wide range of areas. They would also feel very motivated and positive as a result of attending. Many business people would pay for staff to attend these seminars to help them improve their performance and productivity.

I used to think that most people attended to improve their performance and productivity and get more motivated.

However one day, a client told me something quite startling:

He explained that the real reason he had sent two of his staff to the seminar was to reward and thank them for doing great work for him. In other words, the people he sent were already his most productive people. But by giving them two days to attend a seminar that would leave them feeling even more positive and motivated, he was saying thank you to them for all their great efforts in his business. He had told these people that this was why he was giving them two days off at his expense to attend the seminar. He was delighted with their efforts and wanted to reward them.

It worked out just as he hoped. His people attended the seminar and come out feeling even more positive and motivated. They were thrilled he had rewarded them in this way.

A light bulb went off in my head.

I understood immediately that this client had used the seminar to reward and thank some of his top performers for doing such a great job. He was not looking for improved performance or productivity; he wanted to use the seminar to thank his people. (His problem was 'How do I reward my key performers?')

I then wondered how many other potential clients might want to reward and thank key people in their organisation for doing great work.

So I then began asking all of my prospects if they had someone really special in their organisation that they wanted to thank and give a memorable gift to. If they said yes, I explained how this seminar would make a fantastic gift that the person receiving would always treasure and would be a wonderful way to reward great performance.

Many of my clients decided to take my recommendation and invested in this self-improvement seminar for some of the top performers in their organisation. This opened up a whole new avenue of sales for me as I now had another way to help my clients get what they wanted.

Another example is the baking soda manufacturer who found that their sales were declining a few years ago as fewer people had the time to do home baking.

They asked their customers what other uses they had found for baking soda. They discovered that baking soda was being used to deodorise fridges, clean clothes and so on.

The baking manufacturer released a range of new products that contained baking soda and showed people how they could be used to solve some common problems. (Like making their fridge smell better.) They ended up making millions of dollars in new sales.

Action Step:

Ask your customers what problems they have solved by using your products and services. You may discover some interesting uses for what you sell that you have not thought of before

Strategy 3: Find a new sales channel

Finding a new sales channel can be an easy way to grow your sales.

Here are two examples:

1: A while ago I created several marketing programmes to help real estate sales people improve their sales results. My problem was that I knew very few real estate sales people yet I still wanted to make a lot of sales.

So I looked for a new sales channel.

I contacted a real estate trainer who already had a great database of existing real estate clients.

I made this real estate trainer an attractive offer where we could sell my marketing programmes to his clients and we would split the revenues from sales.

We sold tens of thousands of dollars of my marketing programmes by using some simple emails combined with easy to read sales pages on our websites. This was super easy to do and produced great results for both of us with very little effort.

2: A lady called Cindy Cashman saw an interesting idea a few years ago that took her fancy. The idea was for a book with the title “Everything men know about women.”

You can learn more about Cindy at www.cindycashman.com

The book was over 100 pages long and inside there was nothing but blank pages.

Cindy liked the fun nature of the book but she didn't like the idea of having to work really hard to try and make a few sales.

So she began looking for ways to sell huge amounts of her book with very little effort.

The outcome was interesting.

Cindy ignored completely traditional book shops as she realised her book would be competing with tens of thousands of other books for sale.

Instead Cindy approached businesses like women's clothing shops and got them to display her book next to the cash register.

Women shopping at these stores would pick up the book because of the catchy title, laugh when they saw it was totally blank inside and would then buy a whole bunch to give as gifts to people they knew.

Cindy kept the price very affordable and sold over a million copies of her book over the next few years.

Cindy went on to become one of the most successful self publishers in the world. All by being creative and looking for a new sales channel.

Action Step:

What new sales channels could you find for your products or services?

Strategy 4: Attract more prospects with an unusual offer

Do some creative thinking and come up with an unusual offer for your business. It's amazing how often this can boost your sales.

Here are two examples:

1: New clients for a bank:

A major bank used a n unusual offer in a very creative way to attract new clients. They did a series of marketing campaigns that guaranteed to new clients that they would never have to wait in line at a bank branch for more than 5 minutes.

If a customer did have to wait more than 5 minutes in a line; the bank would give them free bank fees for a year.

A large number of new clients liked the idea of not having to wait in a line for more than 5 minutes; so they opened new accounts.

The interesting thing here; is that the bank had carefully measured the time their clients actually stood in a line while waiting for a bank teller.

They had discovered that 95% of the time it was under 5 minutes. It just seemed longer than that to the people that were waiting.

2: An unusual offer for a hardware store:

A hardware shop increased the number of people coming into their store with a bold offer. They put up a big sign in their window that said:

“We guarantee that if you come into our store one of our people will professionally greet and welcome you within 20 seconds. If they don't we will give you \$50.00 of hardware of your choice completely free”

People would walk down the street and read this sign. They would then mentally say to themselves “That sounds interesting; I think I will check it out.”

So they would walk inside the hardware store. The store had a bell and buzzer on their door that sounded as soon as you went in.

One of their salespeople would excuse themselves if they were dealing with a customer by saying something like

“Can you just excuse me for a few seconds” and then walk over to the person and welcome them to the store.

“Thank you for coming in today, I’m just with someone else so please free to look around. I’ll be with you in a moment”

This way the customer was always greeted professionally within 20 seconds of walking in to the shop.

Now once the people were in the shop guess what many did? That’s right they said to themselves, “Well now that I’m here what can I buy that I might need?”

Sales increased dramatically.

Action Step: What is an unusual offer that you could make to attract new clients and prospects?

Strategy 5: Eliminate a big sales obstacle

Many years ago I was selling a two day personal development seminar.

The seminar was presented mainly on video, and also had a live person introducing each video section and doing exercises between the videos.

When I started selling this seminar to business managers, over 90 per cent told me that their staff would not want to watch a video presentation for two days. They said it would be boring and their people would not enjoy it.

These managers all associated a presentation on video as being similar to passively watching TV or a movie.

(Which can be very tiring if you do it for a few hours in a row.)

This video objection was a major obstacle to me making the sales I wanted.

Luckily for me, a small number of business people still decided to attend the seminar even though it was presented mainly on video.

They all loved the seminar and it got rave reviews.

So I asked these delighted customers to write down what they thought of the seminar and specifically what it was like having it presented mainly on video.

I soon had a large number of written testimonials that told how enjoyable and beneficial the seminar was and how the video presentation was actually a huge advantage for a number of reasons.

I then showed these testimonials in every sales presentation I made about this seminar and I never got the video objection again.

As a result of not getting this objection any more, my sales immediately increased.

No matter what product or service you sell, there are usually several major obstacles to large numbers of customers buying from you.

And as long as these obstacles are there your sales will suffer.

If you boil down all the reasons or obstacles people give you for not buying your product or service, you will find that all of them can usually be summarised under a few simple headings.

(In most cases there will only be four or five headings for these obstacles, and seldom will there be more than six.)

If a person says things like 'It's too expensive, I can get it cheaper elsewhere, it's not in my budget, I can buy it cheaper elsewhere,' these can all be summarised under the sales obstacle of 'Price' or 'Money'.

Once you have identified your six (or less) sales obstacles you can now look at ways to remove them and make it easier for people to buy.

Example:

A good friend was visiting a dentist who recommended many thousand dollars of dental treatment for her.

My friend told the dentist that was a lot of money.

The dentist agreed that it was a lot of money.

However he went on to point out that someone like her obviously spent thousands of dollars a year on clothes, jewellery and skin products to look good.

(My friend is an executive and prides herself on her professional appearance.)

The dentist went on to explain that one of the best ways to look professional and feel good is to have an amazing smile and great looking teeth.

And that investing money in doing this was just as important as having great clothes, jewellery and skin care products.

This made a lot of sense to my friend who promptly agreed to the dentist's recommendations.

Action Exercise:

Identify the major sales obstacles to buying your products or services. And put into action some strategies to remove them from your sales process.

Sometimes the elimination of even one of these major obstacles can transform your sales results

Strategy 6: Use Free Stuff to make more sales

One of my favourite entrepreneurs is **Dale Beaumont**.

<https://businessblueprint.com.au/>

Dale wrote a thought provoking article a few years on how to grow your sales by giving away free stuff.

Let me pass you over to Dale to share some of the strategies he recommends in his article:

1. Free Product

You can approach a supplier and order a couple of hundred items for a couple of dollars each. If you run a camera shop, offer a free lens cleaner.

Not with purchase, that's expected. Just offer it for free. Then when people come into your store and ask for it say, "Sure, happy to give you your free lens cleaner, but do you mind if I ask you three quick questions first?"

Now one in five will say no, so you just give them the product and you've lost \$2.

Three will chat and not buy now, but you can get their email and add them to your database, which is cool. And one in five will spend \$500.

Now you might say, "Well I sell to one in five already."

Yes, but do you have that interaction with the other 10 people that walk in your store? What if you suddenly had 100 people in your store and you did the same numbers? Your business would explode.

More examples: offer a free top-up of engine coolant if you are a mechanic, offer a free drink bottle if you sell bikes, offer a week's supply of vitamins if you are a health food store or offer a free biscuit bowl if you are a pet shop.

Do these cost money? Yes, of course they do. But talk to your suppliers and ask them what stock they can't move and buy this off them cheap. Or order directly from China and you can get product for peanuts.

Next time you are tempted to spend \$2,000 on a newspaper ad, ask yourself if you want 10 buyers or 1,000 lookers. I'll take the 1,000 lookers any day of the week.

2. Free Information

It doesn't matter what business you are in, you are always in the information business. Why? Because people need and will seek information before they decide to part with their cash. Furthermore, they need to know why they should choose you as opposed to the scores of other businesses in the same space.

So to make things easy, let's stick with the same examples as above.

And again, it doesn't matter what business you are in, just apply a little creativity and it will work for you too.

If you are a mechanic, offer a free CD with ten tips to extend the life of your car.

If you sell bikes, offer a free workshop for parents and kids on how to stay safe on the road.

If you are a health food store, offer a free 'lose weight for summer' workshop.

For me, I run one-day business seminars for free and I have used this strategy to successfully generate millions of dollars in sales. So believe me, it works!

3. Free Test Drive

Normally associated with cars, this same strategy can be used by loads of other businesses. Said another way it's the classic 'try before you buy'.

Going back to our examples: if you sell bikes, tell your customer to take one for a spin, if you are a health food store, give people free samples, if you are a pet shop, invite people to take their favourite dog home for the weekend.

By doing this, not only do people get a chance to experience the benefits of your business, but you are also activating the principle of reciprocity.

This means that when you give something to someone, people feel compelled to want to give something back, which in this case means to buy your product.

Dales is suggesting if you really want to grow your business, give away more free stuff.

By doing so you create trust, you can show the unique benefits of your product and as you give to others, people will want to give back to you.

Action Exercise:

How could you use this 'free stuff' approach in your own marketing?

Strategy 7: Make your business more attractive to boost sales

My good friend and marketing genius Bob Serling shared this strategy with me a while ago. You can learn more about Bob at <http://salesgrowthsystems.com/>

A few years ago, a local merchant in San Diego decided to jump in on the gourmet coffee craze.

He opened a shop right on Pacific Coast Highway, just a block from a beautiful park that overlooks one of the area's most famous surfing beaches, which is a major tourist attraction.

The location he chose was superb and he expected to do a landslide business as soon as he opened his doors.

Unfortunately, this wasn't the case.

Now it appeared that he had done everything right.

He offered an eclectic selection of custom brewed coffees, the place had a casual homey feel that made visitors feel welcome, and he hired an eager, attentive staff to serve the customers.

But sales were just lukewarm.

To make things even worse, not long after he opened, Starbucks announced that they were opening a new location just three blocks away.

Fortunately, this merchant could see the writing on the wall and knew he had to act fast.

What would you do in this situation?

What many merchants would do is cut their prices.

They would figure the only way to beat a powerful chain like Starbucks would be to undercut them on price.

And they would be making a horrendous mistake.

First of all, very few people buy anything based on price - there is almost always some other factor that makes customers buy from you.

Secondly, trying to compete based on price alone is a losing proposition.

There is always someone who will come along and offer a lower price than you.

If all you have to offer is a low price, you can easily get caught in a continuing price-lowering war that will soon take its toll on your business.

What this merchant did was a stroke of pure genius.

He conducted a bit of quick, shirt-sleeve research and noticed that he did a pretty strong business with the local surfers.

So he decided to capitalize on this not by lowering the price of his coffee, but by offering surf wax (the wax that surfers use every day to give their boards proper grip) at his cost.

He loaded up on all the most popular brands of surf wax and sold them at cost, far below what all the local surf shops charged for wax.

It didn't take long for the word to spread.

And this quickly resulted in his coffee shop becoming a favourite hang-out of the local surfers, who bought coffee, muffins, sandwiches, and lots of other assorted goodies.

Because the coffee shop was now jammed, it caused even more people to want to come in and see what all the activity was about.

By offering a popular product in order to draw the attention of a sizable customer segment, this merchant conquered all his competition and has continued to do so for many years.

One of the things to take away from this case study is the value of looking for a simple yet positive way to differentiate your business.

In many cases you don't have to change dramatically what you sell or offer.

Just change something to make your business more appealing to your ideal clients and customers.

Action Exercise:

How can you become more attractive to many of your ideal clients and customers?

Strategy 8: Ask for referrals

This is free and when you do it correctly you can get dozens of good referrals to speak to every month. And many of these referrals will turn into sales.

When you ask for referrals I recommend you try something like this...

“Hi John, I wonder if you could help me? Who are two or three people you know who might be interested in getting some helpful information on buying XYZ. Who would you suggest I send some information to?”

Now a question like this is very low key and friendly.

You are just asking a person for the names of several people that might be interested in receiving some helpful information.

This makes it very easy for a person to give you a few people to contact.

You can then send them your special report or tip sheet or other helpful information. And follow up with a phone call.

I've discovered that when you ask for two or three people in this process you will often get two people as referrals. If you ask for one or two people as referrals you will often get one person as a referral.

I did an interesting experiment many years ago when I was selling sales training programmes to sales managers.

For one full month I asked every sales manager I was meeting with an interesting question to get referrals.

I said something like this...

“Thanks for your time today. I wonder if you would mind doing me a small favour? Who are seven or eight other sales managers you know who might be open to looking at some simple ideas to help their sales people improve sales? Who would you suggest I make contact with?”

Guess what happened in that month? I got over 147 referrals from that simple question.

A key rule in all marketing is that “you never know who someone knows.”

So someone you meet at a coffee lounge on a casual basis could easily refer you to someone who could become a great customer for your products and services

So asking for referrals is well worth trying.

And also worth practising until you get good at it.

Action Step:

Try asking 10 people this month for referrals and notice what happens.

Strategy 9: Find what else your customers want and sell it to them

I received an excellent marketing strategy a few years ago from Jim Palmer The Newsletter Guru. www.thenewsletterguru.com

Jim explained how he used a simple concept called LLP to significantly boost his sales.

Over to Jim to explain LLP and how it works...

We're all taught the importance of being a good listener. However, listening by itself is not a strategy. What I'm about to share with you is nothing short of breath-taking, and it has been substantially increasing my sales and profits for several years.

I coined this marketing strategy LLP.

LLP is not a legal term.

LLP stands for Listen, Learn, and Profit.

To do this, you have to retrain your ear, because, first of all, people are very busy. We have electronics all over the place, cell phones, iPads, and multiple computers, all of these things vying for our time and attention.

The rapid growth of my business in large part has resulted from me practicing LLP, listening closely to the 'pain' points of my clients.

Here's a quick story about my business that clearly illustrates the massive building power of LLP. When I started my first business in October 2001, it was called Dynamic Communication. I was planning to be a consultant but I thought I'd also offer customer newsletters as a way to generate some cash immediately, and then that would lead to some consulting jobs.

Well, it's pretty hard to sell consulting services, but the newsletter part of my business really started taking off.

So I started out doing newsletters one-on-one with clients. I would write and design their newsletter and then get paid for it. Then when that newsletter was

done I'd have to go and find another client. I did that for four years and developed a pretty good business.

However, while I was in my clients' offices, I kept hearing how it took them too much time to write and put together their own monthly newsletters.

Besides that, they never knew what type of articles to include in their newsletters.

Coming up with the content was a problem for them; a pain point.

This is step one in LLP – listening for 'pain points' that your customers have.

It was around this time I started learning about Internet marketing and I started my first online business, No Hassle Newsletters. With No Hassle Newsletters I put together all the content a fun, informative customer newsletter should have and right off the bat I started getting monthly subscribers – because my program cured a pain point felt by many small business owners.

As my new client list grew I then started getting feedback like, "Jim, we love the content, and our customers love to read the content you provide us." Now, let me offer a quick side note, this is officially listen, learn, and profit point number one. When my customer said, "Jim, my customers love reading your content," I went and trademarked my articles as "My Famous Customer Loving Content." So it pays in multiple ways to listen to your customers!

The next part of the story is when my clients said, "We have a hard time getting designers to design newsletters the way you say they should be designed. And I thought, Okay, there's another pain point and opportunity!

So, I then created my No Hassle Newsletter 'Done-for-You' templates, basically newsletter templates that are already filled in with content. Using these templates, my clients can put out a monthly customer newsletter for their business in less than an hour each month. So essentially, I heard the additional pain point and I added more value to my existing program.

In November 2008, while exhibiting at a Marketing Conference in St. Louis, a client came up to our booth and said, "Jim, I love the newsletters, the content, and I love the new templates you provide, but we have a hard time working with printers who understand the way that you suggest the newsletters should be folded and mailed. They also don't know how to work with the mailing list."

Another customer pain point and that spells opportunity! So within 30 days I created and launched The Newsletter Guru's Concierge Print & Mail on Demand Service.

We now print more than 40,000 newsletters a month for my clients. So when they do their No Hassle Newsletter, they just send us their newsletter mailing list, pay for the quantity they want, and then we do the printing and mailing.

They never even have to leave their desk or talk to anybody on the phone.

My No Hassle Newsletter business has grown to serve hundreds of clients in nine countries and I would often hear from some members the need for a good freelance writer to write an article on a specific topic that they'd like to include in their newsletter.

Knowing I employed a large writing staff, I would often get asked to make a referral or recommendation for one of my writers.

Now, here's an important point and illustration about being a great listener. I could have easily made a referral and connected a client with a freelance writer – but what I heard was 'pain point' and that to me always means an opportunity!

So, about a month later I then launched my Custom Article Generator Service where my customers can order a custom article, written by my team of writers for a great price! I could have made the referral, but instead I created another revenue stream because I learned from what I heard, created a solution and profited from it.

As you can see, every single one of the additional businesses and revenue streams that I've created came from me listening to what my customers were telling me! I listened to their pains, learned how to solve their pain by added more value and then I profited!

When you can hear and address the pain point for your clients or your prospects, and if you can deliver it with what I call world-class service, if you can give them real good value, you're going to have a customer for life.

So listen, learn, and boost your profits!

Take Action :

What 'pain points' do your customers and prospects share with you? How could you use this information to offer additional products and services that could be of help to solve these pain points?

Strategy 10: Put up your prices

In his excellent book 'The Power of Positive Profits' author Graham Foster makes the point that the primary goal of any business is to create wealth for the owners of the business. (I highly recommend that you read this book.)

Now to create wealth in any business you need to increase your profits on a regular basis.

So that's what we are going to talk about right now. Here are two steps you can take.

Step 1: Put up some (or even all) of your prices by at least 5% every six months.

This is a 10% increase in prices every year and is a useful way to recoup many of the extra costs you now have to pay in your business.

Most business people will resist this idea like crazy. They will say things like "My customers will all leave and go somewhere else." This is rarely true.

The freight company that increased prices by 10%:

A good friend of mine took over as CEO of a large national freight company that was barely breaking even each month.

This was despite an excellent reputation and a multimillion dollar turnover.

My friend decided that the best way to turn around the freight company was to increase the prices on all freight services by 10% overnight.

The entire management team and sales staff in the freight company told him that this would have a disastrous impact on customers and many would leave.

The reality was that only three freight customers out of nearly 3,000 complained about the increase in freight prices.

And only one of these customers took their business to a competitor.

Yet after this 10% price increase the freight company started to make a very healthy profit of well over a million dollars a year.

Action Step:

Look at the products and services you sell. Put up the prices on some of these products or services by at least 5% this week.

(You don't need to make a big deal about this. Just do it.)

You'll be pleasantly shocked at the positive difference it makes to your profits and wonder why you haven't been doing this on a regular basis.

Step 2: Give your clients three different price options

This is a great way to increase profits in many businesses.

The basic idea is you give your customers three different price choices.

Say to your customers something like this:

"We have several different options on this particular product or service. The premium option includes A, B, C and D. This is more expensive than the regular product or service but it's very popular with our clients who value X, Y and Z. The premium option is \$X. Then we have the regular option which includes A & B. Over half our customers take the regular package. It's available for only \$Y. And for those clients who have a bit of a tight budget we also have the basic option which includes A. This is useful for clients who need to be careful with their money at the moment. The basic option is only \$Z. Which option is of most interest?"

Now you can create a premium, regular and basic option for most products or services.

The premium package might include guaranteed delivery or service within 24 hours, or a double length guarantee, or any number of other added value items that a client would appreciate.

The basic version might not include things like on-going technical support.

When you give clients a couple of pricing options guess what will happen?

That's right. Some will choose the premium option because there are always a number of clients that want the best that is available.

Many will still take your regular option and some will also take your economy option.

But what you haven't had to do is discount your prices and throw away some of your hard earned profits.

Action Step:

Create three different pricing options for one of your popular products and services and offer these options to a number of your clients this week

Strategy 11: Use the Dripping Tap to make easy sales

Here's something important to remember:

A lot of the people you are in contact with right now would love to buy the products you have for sale. Or they would love to use your services.

However, sometimes the timing may just not be right for many of these people to make a purchase *today*.

Most business and sales people (at some point) make a huge marketing mistake:

We think that if a person does not buy right now, it means they will *never* buy.

So we never follow up and stay in touch.

When we have this short sighted attitude to marketing we usually end up throwing away a small fortune in easy sales. (I can speak with great authority on this mistake in marketing because I have personally made it many times!)

The solution to this common marketing mistake is to use what I call "The Dripping tap".

The concept of the dripping tap is very simple to explain.

A dripping tap goes 'drip, drip, drip' continuously over a period of time.

Each individual drip does not seem to have much of an effect.

However, over time these continual drips can fill a container and can even wear a hole in something hard like stone.

Now think of each drip as being a *communication* from you to a customer, potential customer or key centre of influence where you add value in some way.

There may be no apparent result or impact from each *individual* communication you send.

But over time, with repeated communications you can create a huge number of new customers, repeat sales, referrals and testimonials.

Here's a good example of the power of a Dripping Tap strategy:

Many years ago I worked in a sales and marketing role for a business that sold Investment Properties.

In my first year I made a big mistake.

I *didn't* stay in touch with my clients.

So my clients would purchase an Investment Property from our firm and they would only hear back from me about once a year.

(I think I sent them a Xmas card.)

This was a costly error on my part because I got next to no referrals from any of my clients and very little repeat sales.

What was worse was that when I did make contact a year later there was no real connection or relationship between us.

After a year or so a client named Steve sent a letter that said he was really disappointed with me. He was surprised about not hearing back from me after becoming a client.

He told me that he was delighted with his investment property, however he had not heard from me and wondered why not?

He told me that he felt that by not staying in touch I didn't really care about him.

He explained that he was a good potential source of repeat and referral business and that I should treat him better. He then gave me a list of things I could do to stay in touch with all of my clients like him.

I was highly embarrassed to get Steve's letter because I knew the importance of staying in touch and adding value to clients. (I had just forgotten to do it.)

So I swung into action with a simple Dripping Tap programme.

I started by sending every person on my database a personal note in the mail every 4-6 weeks. I made sure I included *something of value* with every note I sent out.

One note would go to my property clients and might have a couple of free movie passes and a short note that said something like this...

'Thanks for being a client. I thought you would appreciate a couple of free movie passes with my compliments. And while you are enjoying the movie, remember that you are growing your wealth at the same time with the investment property that we are managing for you. Kind regards Graham.'

Another note would go to everyone in my database and included a short motivational article I had come across on something like goal setting.

The note might say "Hi John, thought you might enjoy this short article on goal setting. Kind regards Graham."

Sometimes I would include a newsletter that I wrote that had helpful ideas on personal success.

Everything I did with my Dripping Tap programme was something tangible that people received in their hands. (So I didn't use email for this.)

Within 12 months of using this programme the results were obvious.

I started getting calls and even letters from my clients and contacts telling me how much they appreciated the added value follow up.

I got referrals, I got repeat sales and best of all I now had a wonderful relationship with many of the people on my database.

My client Steve told me that he was now thrilled with how well I was treating him.

Within 18 months he purchased another Investment Property himself and gave me a referral to a family member who also became a new client.

Within two years of using my Dripping Tap programme regularly, I was getting nearly 70% of my sales every month from repeat sales and referrals.

And the people who referred me or contacted me were delighted at the huge amount of value they received from my Dripping Tap Programme.

The interesting thing I discovered from this process was that most of the communications I sent out to my database had nothing to do with investment property. (Which is what I sold.)

I mentioned it every so often (maybe one message in four) but it was *not* my main focus.

My main goal was to stay in touch and add value consistently to all the people on my database. And the end result was a delighted group of raving fans and a huge amount of easy sales.

Action Step:

How could you implement a 'Dripping Tap' programme in your own business? What type of material could you send out on a regular basis that the key people on your database would find useful and valuable? (

Strategy 12: Use Leap Frog Selling

In leapfrog a person jumps over someone else and is now in front of them.

I believe the same concept can be used in selling.

So you jump over your competitors and suddenly you are in front of them.

One way to do this is to change 'what 'you sell.

Here's a good example:

One of my favourite books on selling is "*How champions sell*" by Michael Baber. (It is out of print, but you can sometimes get second hand copies from places like Amazon.)

The book is about the top 1 per cent of sales people in a wide range of industries and the specific strategies they use to do so well.

One of the sales people in this book is an insurance agent called Joe Gandolfo.

At a time when a good insurance agent would sell three or four million dollars of insurance in a year, Joe Gandolfo would regularly sell over seven hundred million dollars of insurance in a year!

The reason Joe did this, was because he changed 'what' he sold.

The average life insurance agent will sell insurance.

The "good" insurance agent will usually sell security and peace of mind.

(They sell insurance of course but they emphasise these two important benefits of life insurance.)

Joe Gandolfo initially became a "good" insurance agent by selling security and peace of mind too.

But then he decided to do something different that put him way ahead of his competitors.

He decided to sell "Tax Shelters" to higher income clients.

He packaged insurance as a component in these tax shelters but the main emphasis of what he talked about was how to legally reduce your income tax with tax shelters.

This was totally different from what most insurance sales people were doing.

And was responsible for him selling over seven hundred million dollars of life insurance a year for seven years in a row.

In one year Joe personally sold over a billion dollars of life insurance by this method of changing 'what' he sold and packaging it as a great idea that appealed to his target market.

Another way to leap frog over your competitors is to change 'how' you do business.

Here's a good example...

The prompt email reply:

I regularly purchase a number of excellent marketing guides from Bob Bly
www.bly.com

One of the things I love about doing business with Bob is that he always replies promptly and personally to any email I send him.

Now Bob is involved in dozens of projects with a large number of people. Yet he still finds the time to respond quickly to all my emails.

I really appreciate this, as at least half the people I email never reply promptly. And a surprising number often don't respond at all.

Because I value Bob's promptness doing this, I have made it a habit of responding quickly when someone emails me as well.

And a lot of people have commented on how they like the way that I do this.

(This costs me nothing to do but is one way that I have leap frogged ahead of many of my competitors.)

Take Action :

What can you do this week to leap frog over your competitors?

Strategy 13: Find a new lead magnet that doubles the number of prospects you get each month

This is very obvious when you think about it.

If you can double the number of prospects you talk to you can double the number of sales you make.

So test different lead magnets that get people to contact your business and say 'I'm interested in what you are selling'.

My favourite lead magnet is a special report.

Think of a special report as being a valuable 'how to' guide related to area of expertise.

A special report will often have insider secrets and special tips that a typical new customer will probably not know about.

So a special report is something a potential new customer will find helpful if they are thinking about using the types of services you offer.

Here is a good example:

The Employment Law Specialist:

Here in New Zealand we have very strict employment laws on what you have to do to remove people who are not a good fit for your organisation.

If you make even a tiny mistake in the steps you follow there is a very good chance that it will cost you a lot of money if the person you are removing files a personal grievance claim against your business.

Paul Brown www.pblaw.nz is an employment law specialist in New Zealand and works with employers to stop them making expensive and time wasting employment law mistakes.

I created a special report for Paul called 'The Employment Law Survival Guide' and Paul offers this at no charge on his website.

Here are the key things that employers learn when they read Paul's special report...

- The single most important thing you need to do with any employment law problem
- Why you need to slow down and C.Y.A. with every employment law problem
- The exact steps you need to take to hold a fair disciplinary meeting.
- Why you should never practise D.I.Y employment law.
- How 'Calderbank Offers' can save you thousands of dollars in an employment dispute
- Why you want to go to mediation as quickly as possible with any employment law problem
- Why you should avoid the Employment Relations Authority if at all possible

-And much more

If an employer has an employment law problem or they are thinking about removing a person from their organisation they will get a ton of useful ideas from reading Paul's special report.

Paul can now add value and stay in touch with everyone who has ordered his special report.

And Paul knows that everyone who has ordered his special report is now potentially a client for his employment law services.

One of the best things about using special reports is that it eliminates the hard work of 'chasing' new clients.

It's a lot more fun when they are 'attracted' to your business instead.

How do you create a good special report?

Step 1: Give it an interesting title that will make potential clients keen to read it.

The shocking truth about cosmetic surgery

Five secrets to hiring great people for your business

How to solve the two biggest money problems faced by people over 40

Step 2: Include valuable and useful ideas and tips in your special report.

When you do this, you position your business as being an expert in the topic you are talking about. You also make it easier for a potential client to choose to use your business rather than your competitors.

Step 3: Make sure your special report is attractively laid out so it looks good.

Then actively market your special report to potential clients.

You can offer it on your website, advertise it with display ads, send out personal letters or emails inviting people to order it and so on.

Offering a helpful special report is one of the best ways I know to attract ideal potential clients to talk to.

And once you create a good special report it can often work well for years.

Action Exercise: Invest some time and create a special report that potential clients for your expensive service would find useful. Then actively promote your special report to potential clients.

Strategy 14: Invent a new category for your business to boost your sales

A newspaper headline caught my eye recently that read *“Aussie nude cleaning business slammed by Councillor.”*

The newspaper story then talked about a cleaning business in Australia and how their point of difference was that all their cleaners wear nothing or very little when they cleaned the inside of your home.

As the owner of the company put it, "our cleaners get paid a whole lot more to wear a whole lot less."

A local city councillor had given a couple of interviews saying the business was disgraceful and thought the police should be notified.

It turns out no laws are being broken and the naked cleaning service is just a cheeky way to differentiate their business in the crowded cleaning market.

However the business has now gained a huge amount of publicity as a result of the councillor's comments. (And while it was doing very well before the controversy it is doing even better after it.)

Here's the valuable marketing lesson I got from this story...

Invent a new category for the product or service that you offer and you'll instantly stand out in a crowded market.

Here are three examples to get you thinking...

Example 1: The Lazy Fitness Trainer

Imagine if you called yourself "The Lazy Fitness Trainer" and that you worked exclusively with clients who wanted to get in great shape by working out for only 15 minutes twice a week.

If you did this you would certainly stand out and be noticed.

I actually worked out with a personal trainer close to 20 years ago who got me in great shape by working out for 15 minutes twice a week.

He was a body building champion and had his clients use weights to create a toned body fast.

He didn't call himself The Lazy Fitness Trainer; however this would have been a great way to create a new category for the fitness training service that he offered.

Example 2: The 'Invitation Only' Dentist

Paddi Lund is a super successful dentist in Australia.

Yet his business is not listed in the phone book and he actually has a confidential phone number that he only gives to his clients.

There is no signage on his building either. Paddi only takes on new clients who have been referred by one of his existing patients.

In other words he works by 'Invitation Only'. So he is the 'Invitation Only' Dentist.

If you can create a new category for the service that you offer it could make your business stand out and be noticed in a very crowded market place.

Example 3: The Hugging Butcher

17 years ago Lori Prokop scraped together her savings to attend a seminar being put on by Ted Nicholas (a direct marketing master and copy-writing genius).

She got his attention during the break and told him the story.

Her and her husband had been struggling with the butcher shop (and almost to the point of closing the doors), as the entire parking lot was ripped up and unusable for 6 months – totally destroying their customer flow.

So how could she get more customers into their store?

Ted started asking some questions and found out that her husband was quite

a tall man, and he love to hug people as well.

Ted gave her the one single piece of advice that turned their lives around almost immediately.

He said “when you get back home – first thing I want you to do is call your butcher shop “The Hugging Butcher” – advertise it everywhere, new signs and all over your marketing.

Use direct response style marketing and make that husband of yours the hugging butcher and have him stand at the front door and hug everyone that walks through – men, women and children.”

She followed Ted’s advice to a T.

Quicker than she ever could have dreamed – business was booming!

People couldn’t wait to visit the hugging butcher – business went through the roof (parking lot or not).

Soon, they were able to raise the price of their products and soon commanded the highest price in the market they served – and clients lined up at the door.

After a few years they sold that business for a very large sum of money.

It's surprising what creating a brand new category can do for a business!

Action Step:

What is a new category you could create around the product or service you sell?

Strategy 15: Use Added Value

Added Value is one of my favourite strategies to make more sales and I mention it in most of the sales and marketing guides I write.

Here are four examples of how to use Added Value to boost your sales.

Example 1: The Flower Man Recruitment Consultant

I met an interesting recruitment consultant in Australia who specialised in recruiting office staff for large companies.

He made it a habit of regularly going into the offices of these companies and giving a lovely rose to all the staff who worked there.

He told me he became known as "The Flower Man" by his clients.

He also told me it was a very simple way to differentiate himself from all his competitors and he got a lot of repeat business by giving away these free flowers.

Example 2: The Added Value Electrician

There is a very successful electrical contracting firm that trains their electricians to look for a quick added value service they could do at no charge after they have finished the electrical work they were hired to do.

This could be something as simple as fixing a squeaky door hinge or trimming some untidy bushes by the front door.

The electrician lists the extra added value service on the invoice and marks it as 'Free'.

So their invoice might look like something like this

Mileage Charge	\$A
Parts	\$B
Labour	\$C
Fix squeaky door hinge (no charge)	\$O
Total	\$Y

Their clients love the extra added value service they receive and no charge and tell a lot of people they know about their positive experience.

Example 3: The Memorable Estate Agent

A few years ago my mother wanted to sell her home and move into a retirement village.

I recommended a great local real company called Harvey's Real Estate Te Atatu. <https://harveys.co.nz/offices/te-atatu/>

They did a superb job and my mother quickly sold her home for a great price with minimum stress and inconvenience.

A week after her property settled and the new owner moved in I received a lovely little gift in the mail from Paul Vujnovich the owner of Harvey Real Estate Te Atatu.

The gift was two Gold Class Movie Passes (worth \$100 each) and valid for 12 months. Enclosed with the movie passes was a lovely letter from Paul thanking me for referring my mother to his business.

I've now told a lot of people about my delightful gift from Paul.

(And I'm telling you about it today years later as well.)

And it's no coincidence that Harvey's Real Estate Te Atatu is consistently one of the most successful real estate offices in the country year after year.

Example 4: The Added Value Builder

There is a builder in Christchurch New Zealand who markets his business by adding value.

1: First of all when the builder has completed any renovation or building project they get the house or room professionally cleaned including the windows. (Clients love this unexpected value and always comment how delighted they are with it.)

2: The builder then has a meeting with the client where they agree that the job is complete and the client signs off.

The builder has a payment app on his iPad and the client pays right there and then. This is the best time to get payment because the client is happy. It is also great for cash-flow and the money is dealt with and quickly forgotten.

3. Within 24 hours, the builder couriers a gift box and a thank you card to his client. This box contains all sorts of yummy stuff you can't buy at a supermarket. The cost is about \$100.

4. At the same time a questionnaire is send to the client by normal post. This questionnaire asks the client for feedback and also reminds her of the things that were done that are not the norm.

For example we ask: "Did we leave your house clean and tidy?"

5. The builder asks for permission to use the customer's replies in their marketing and they always say "yes".

As you can imagine the feedback is typically extremely positive and if there are areas that need attention the builder can address it right away and get even more bonus points for being pro-active.

The builder includes a self-addressed envelope to make it really easy for the client to send the questionnaire back.

6. Once the questionnaire is received, the builders send a quick thank you card with a couple of movie tickets to the clients.

They also include 2 fridge magnets and ask them to give them to a couple of friends who might need a builder sometime in the future.

What is the end result of all this added value?

This builder needs to do no advertising and gets most of his work from repeat business and word of mouth referrals from his clients.

His prices are well above average and because of that he can invest in good quality equipment and hire above average trades people that he pays very well to do a top job. Which his customers really appreciate as well.

Action Step:

How will you use Added Value to make easy sales?

Strategy 16: Find low hanging fruit and make easy sales

Low hanging fruit is an expression that refers to picking the fruit on a tree that is very easy to reach. In other words the fruit is right in front of you as its 'low hanging.'

In business the same principle applies.

Before you race off and look for new markets to reach, new products to sell or new marketing strategies to try, take a closer look at your business.

Ask yourself 'Do I have some very easy sales I can make right now that I am missing out on?'

A lot of the time you'll be amazed at the sales you can make by looking for low hanging fruit.

Here are two examples...

1: Easy add on sales

A personal fitness trainer I met a few years ago had fast yet fun training methods that produced excellent results for all his clients.

Yet all he offered his clients was his personal fitness training services.

I suggested he offer his clients additional products like protein powders, vitamins, minerals and nutritional supplements. This made sense so the personal trainer tried it.

Within three months the majority of his clients were now enjoying even better health and fitness after purchasing the supplements he was now offering.

And the personal trainer was now enjoying an extra \$1,000 a week in brand new profits.

2: Reuse a marketing or sales strategy that worked in the past.

Here's an example:

I used a two page letter a few years ago to get an appointment with the head of retail for two of the largest banks in the country. I ended up doing business with one of these banks.

I reused the same letter recently and got an appointment with the owners of two large companies who I had never met before.

The letter worked well in the past so there was a good chance that it would work again.

And in many businesses the same principle applies.

If you tried a particular sales promotion or marketing campaign and had good results in the past there is a good chance it would work well if you reused it.

So look back over the last year or two and ask yourself 'What marketing or sales strategy has already worked well for our business?'

Then look for ways to reuse this same strategy again.

The good news is that there low hanging fruit opportunities in every business if you take the time to look for them.

Action Exercise:

What sales or marketing campaigns can you reuse that have already worked well?

Strategy 17: Use Positive Sales Movies

I highly recommend that before every sales presentation that you make you do two very simple things.

First of all think back to the last successful sale you actually made.

It doesn't matter when that was.

It could be last week, last month or last year.

Think back to the last customer that gave you a big order and relive this sale in your mind for 10, 15 or 20 seconds.

At the same time also relive the *feeling* that you got when you made that great sale.

How did you feel?

I bet it was positive. You probably felt excited and you probably felt motivated as well. You felt really good about yourself after having made that last big sale.

Now take 10, 15 or 20 seconds and imagine the sales presentation you are about to make going exactly the same way.

This is in your mind like a positive sale movie.

You mentally see your customers agreeing to give you the order and they've now made a big purchase. They are delighted with their purchase.

How do you feel?

You feel good, you feel positive, you feel excited.

Get that same feeling back of what it actually feels like to make a sale.

Then make your sales presentation.

It's as simple as that.

If you play a positive sales movie in your mind like this and particularly if you take a couple of seconds so you get back that same feeling of excitement and enthusiasm that you got from making that last big sale, that feeling, that excitement, enthusiasm will actually come through strongly to the person that you are talking with.

They will pick it up, they will be influenced by it, they will pick up your excitement and enthusiasm and they will start to get excited and enthusiastic about what you are showing them.

And the odds of that person agreeing to buy or give you an order go up dramatically if you're positive, excited and expecting them to buy.

Now will a positive sales movie guarantee you a sale every time?

Certainly not.

Nothing guarantees a sale every time.

If it did I would charge you a lot of money!

However what a positive sales movie does do it increases the odds of you making a sale dramatically.

Let me explain why...

One of the biggest mistakes that many sales people make when they make sales presentations is they use negative sales movies rather than positive sales movies.

What do I mean by that?

Well just imagine that for whatever reason for the last few weeks your sales results have not been that good.

You've spoken with quite a few potential clients and all of them have said no.

They've give you various reasons, it's the economy, it's too much money, I can't afford it, it's not in my budget, but they've all said 'no'.

And you are about to make another sales presentation to somebody else.

What the average sales person would do at this stage they will play a negative sales movie before that presentation.

They will think about all the people that just said no over the past few days or weeks, how it made them feel, they felt pretty dejected, pretty depressed, pretty negative, all these people saying no and also why it's likely to happen again.

Why the person they are about to talk to is going to say no as well.

Then they go into that sales presentation, they are not that positive, they are sort of half pie expecting that person to say no, and that comes across in the attitude and the body language.

Your potential client will pick that up and the odds of them not buying are actually quite high.

So what you need to do is play a positive sales movie not a negative sales movie.

And this can work remarkably well.

Let me give you an example:

I was speaking a few years ago to a group of insurance sales people, giving them some ideas on how to improve their sales. Positive sales movies was one of the strategies I shared with the group.

I got a phone call from one of the sales people in this particular meeting about a week later.

He said 'Graham you may not know but I've been in insurance for 25 years. I've been in the million dollar round table at least a dozen times; I've been one of the most successful insurance sales people in my company.

'When you spoke to our team a week ago I hadn't actually made an insurance sale for nearly two months. I was in a real slump and that week I had three people to see and before you spoke I was expecting those people to say no as well.

But I decided to try what you recommended.

So, before each of those three presentations I sat down in my car, or my office, for sixty seconds and I played a really positive sales movie.

I thought back to a huge superannuation sale I'd made the previous year, how good I felt, how motivated I was and then in my mind I just pretended I played a positive sales movie of this sales presentation going really well and the client giving me the order for the insurance product that I was showing them.'

'I couldn't believe it Graham' he said, 'I closed all three sales. I saw three people, I closed three sales and I've made thousands of dollars in commission and all I changed was that one little thing you shared with me. Positive sales movies.'

Take Action:

If you want more sales play a positive sales movie before every sales presentation or every phone presentation.

The whole exercise of a positive sales movie will take you less than sixty seconds and it's one of the best ways I know to quickly improve your sales.

Strategy 18: Improve your sales presentation

This strategy is designed to be used after every sales presentation that you make.

It's called the two question method and all you do here is take sixty seconds and ask yourself two simple questions after every single sales presentation that you actually make.

Question number one:

What did I do right?

Or

What did I do well in that particular presentation?

Here what you do is you focus mentally on all the things you did well.

'I was on time, I was well dressed, I had all the information with me. I asked some good questions to this particular client, I built good trust and rapport; I took the time to really understand their situation before I made some recommendations' and so on.

Now by focusing on the things that you did well you tend to feel pretty positive and also you tend to do more of those same things in the next sales presentation.

So that's pretty simple.

What's question number two do you think?

Well I ask this question with many sales teams.

They always say

What did I do wrong?

No, no, no.

If you focus on what you did wrong you are starting to, replay a negative sales movie of all the things you did wrong.

What you do for the second question you ask yourself

What one thing would I do better or differently in my next sales presentation?

Just focus on one thing.

Let me give you an example.

Let's say you've done a great presentation and you may or may not have made the sale.

You sit in your car or your office afterwards; and you ask yourself the two questions.

Question One:

What did I do right in this sales presentation?

'I asked good questions, I built good trust and rapport, I was very knowledgeable, I had all the decision makers present in the meeting etc.'

Question Two:

What one thing would I change next time?

'What I would change next time is I would probably show two of those great testimonials from existing clients that had bought that particular product or service these clients were interested in. That would have made my presentation far more effective.

In fact I made the mistake of actually leaving these testimonials back at the office so what I will do next time is make sure I have those testimonials on hand in the presentation material I take out to see every new client.'

Or maybe you say something like this...

'Next time what I will do, whether or not these people buy, I will ask them professionally for a referral.

So the key with the second question is you focus on just one thing that you would do to make your sales presentation more effective and here's why you do this.

You and I as professional sales people are both going to be in contact or making at least 100 sales presentations over the next few weeks or over the next few months.

Just imagine we could make one small improvement after every single sales presentation that we made, suddenly we are doing 100 things better.

In other words every part of our sales presentation is getting a lot better.

What one thing would I do differently next time?

I would leave five minutes earlier so I missed traffic and I wasn't rushed trying to get to this particular meeting.

or

'What I might do (and this is a very good one for me) is I might just ask two more questions, or I might slow down when I am speaking so I speak slower.'

So, if you make 100 improvements in what you are doing, you can get to be an outstandingly successful, professional sales person very quickly.

Action Step:

Just ask yourself two very simple questions and answer them after every sales presentation that you make.

Question number one:

What did I do well or what did I do right?

Question number two:

What one thing would I change or do differently next time?

Strategy 19: Ask for add on sales at the point of sale

This strategy is particularly helpful for many types of retail businesses

Here's how it works.

Every time one of your customers has agreed to make a purchase of one or more of the products in your retail business do this.

1: Acknowledge that sale.

“Thanks for that. I will write this up for you in a minute, or ring that up for you in a moment.”

2: Give your customer the opportunity to buy something else at an attractive price at the same time.

And here's the key.

If you give every single client who has just agreed to make a purchase the opportunity to buy something else, preferably something that is related, somewhere between 10% and 50% of these people will agree to buy something else if it's an attractive enough offer.

Here are some examples to get you thinking.

Shoe Shop Example:

Let's imagine right now you have a retail shoe business. A client has just agreed to spend money on one or two or three or four pairs of shoes.

1: You acknowledge the sale:

“That's fantastic. I know you will be delighted with these shoes.”

2: You then you introduce the special offer. A very pleasant, low key way to introduce any add-on sale is to use a couple of sentences like this.

You: “Hi thanks for your business today, by the way we have an unadvertised special offer for anybody today that spends more than \$100 on shoes. Can I tell you about this special offer?”

Customer: “Sure. How does that work?”

You then give your customer the opportunity to spend money on something else. And you package the offer so it is an attractive one that is easy to say 'yes' to.

You: “Well here's the deal. For anybody that spends more than \$100 today on shoes like you are doing right now we have over here this remarkable little shoe cleaning brush or sponge. All you do is you brush your shoes and in about three or four seconds it instantly shines them. It gives a little wax coating and it works on any colour shoes. This is great to have in your car, at home

and even in your purse. It means you can have great looking shoes at any time in a few seconds. They are very, very popular and we sell hundreds of these every month.

They normally sell for \$15 each. However for any client that spends \$100 or more dollars on shoes today, you can actually get two of these magic shoe sponges for only \$20. Is that of interest?"

Customer: "Well that sounds quite good, yes."

Important Point:

The key with any add-on offer or add-on sale is to ensure that you make a profit on it.

So let's just say (hypothetically) these little shoe sponges sell for \$15 each. And let's imagine you buy them in for \$5 cost each.

You've got a profit margin of \$10 on each one. However if you are then selling say two for \$20 you are then making a \$10 profit on that add on sale. Let's just imagine that only ten people in an entire week take advantage of this little add-on sale.

So you've got ten people that are buying your two little magic shoe sponges, you've got a profit of \$100 extra in your shoe business.

\$100 a week is \$5,000 extra profit every single year.

That's enough to pay for a nice family vacation!

Just by asking that very simple question:

"Can I show you this special little unadvertised offer we have today, for every person that spends more than x dollars?"

And that's quite a nice way to introduce a special offer or add-on sale in any retail environment.

Just phrase the question so the person with the purchase they've just made instantly qualifies for the special offer.

Travel Agent Example:

Let's say you have a travel business and someone has come in off the street into your travel agency.

They've bought some tickets from you or they've booked the destination or travel package.

You say "Thanks for coming in today. By the way we've got a special unadvertised offer for every client that spends more than \$500 on travel (or whatever they've just spent.) Can I tell you about it?"

Customer: "Sure, what it's all about?"

You: "Look what we've done is this. (What you might then show them is a very attractive little leather document case for travel documents. Like your passport, like your driver's licence, money, credit cards and so forth.)

"What we find very popular in our travel agency here is this very attractive little leather pouch or leather purse specifically designed for travel documents. It's got space for your credit cards, it's got this, it's got this, it's got this etc. These normally sell for \$35 each. They are very popular, but for any client that spends more than \$500 today on travel they can buy one of these for only \$20. Would you like one?"

Customer: "Gee that's quite good."

You might find again like the previous example you might have bought these beautiful little leather cases in for maybe only \$10 each so again you make \$10 a sale. If you could get 10 clients a week that took this add-on sale, suddenly another \$100 a week, \$5,000 a year of instant profits.

Always make sure that whatever your add on sale offer is that you make a profit on the sale.

So if you are selling an add on product for \$20 it should always cost you less than \$20 to buy.

Now you can use this 'Add On' concept in any business.

You could also put together a package of products.

Paint Shop Example:

Perhaps you have a paint shop. Someone comes in and spends \$100 on paint.

You say same thing again.

“By the way we’ve got a special unadvertised offer today for anyone that spends more than \$100 on paint, can I tell you about it?”

Customer: “Sure, what are you doing?”

You: “We have a great little painting survival kit we’ve put together. It’s got a little cutting in brush for tricky corners, it’s got a little clean up pad to mop up any spills that you have, it’s got a little knife to cut masking tape, a little roll of masking tape etc. This normally retails for around \$25. It’s been very popular, but for anybody that spends more than \$100 on paint today, they can have one or more of these painting survival kits for only \$15 each. Would you like one?”

Customer: “Yes, that’s a good little offer.”

Again you just make sure this \$15 little paint kit has cost you less than \$15 to actually buy.

Some good news about Add-On Sales:

One of the exciting things about ‘add-on’ sales is that sometimes huge numbers of people will take up the offer, particularly if you make the add-on offer very relevant to what they’ve just bought.

Appliance Shop Example:

Perhaps you have a kitchen appliance shop and a customer has just bought some expensive cookware,

You could offer a really popular best-selling cookbook.

It might retail for \$40 so you offer it for \$30.
But it might have only cost you \$15.

So you are making an extra \$15 profit on every one of those cook book add-on sales.

The real key with this first strategy, which only takes you just a couple of minutes to set up, is that you must offer it to every customer that has agreed to buy something.

And a certain percentage of these customers will agree to take the add-on sale. If you use the words I've just given you it is very easy to talk to each customer about the add on sale.

Introduce it, as an unadvertised special offer or special promotion for clients who spend more than x dollars today on this type of product or service.

Your clients will appreciate what you are doing for them and a large number will take advantage of it.

Remember this key point:

Clients are never easier to sell additional products to than at the point they've already agreed to give you money.

Huge numbers of retailers miss out on this opportunity and they throw away hundreds or thousands of dollars of extra profits every month.

Action Exercise:

Put together an add on opportunity for every single one of your retail customers to purchase additional products or a product from you at an attractive price once they have agreed to buy something.

Only mention this offer after they have already agreed to spend money. (You don't mention it at all before they have agreed to spend money.)

You will find this one strategy along will put hundreds or in some cases thousands of dollars of extra profits into your retail business every single month.

Strategy 20: Create customers for life and make easy sales

I had coffee a few months ago with one of my favourite real estate sales professionals Paul Vujnovich.

Paul owns Harveys Real Estate Te Atatu and his business is consistently one of the most successful real estate firms in the country.

Paul told me that a key reason for the success of his business is his 'Clients for Life' Marketing Strategy.

I love the idea of having a 'Clients for Life' Marketing Strategy and I recommend it for most businesses.

The first step in creating a 'Clients for Life' marketing strategy is to work out the lifetime value of any new customer for your business.

"Lifetime Value" is the total amount of money that a customer will spend with you or your organisation over the time frame they continue to spend money on your products or services.

Here are two examples of Customer Lifetime Value:

1. I have worked with a number of real estate sales professionals. They tell me the average person buys a new home about every 6 years. So over a 20 year period they could buy around three or more homes. If the average real estate commission is say \$10,000 it means the lifetime value of a customer for a real estate person could easily be \$30,000 or more over 20 years.
2. I spoke with an accountant who told me their average client spends \$2,000 a year on accounting fees and stays with them at least ten years. So the customer lifetime value of each of their accounting clients is around \$20,000.

Important Point:

A delighted client or customer will often refer a number of the people they know to a business they really like. (And if you add in the value of these referral the lifetime value of a customer can often be worth a lot more.)

When I chatted with Paul he explained that you also must have a mind-set of wanting to create clients for life.

This means that when you go through the sales process just ask yourself: "will this action that I'm about to take create a client for life?"

And if it won't create a client for life, don't do it.

A common mistake in business (and I have made it many times myself) is we forget about the long term value of a delighted client.

I had a good example of this around eleven years ago when we sold our current home and bought a brand new home.

At that time I had not met Paul Vujnovich so we used someone else.

The real estate salesperson we used handled both the sale of our old home and the purchase of the brand new home and did a good job.

The total real estate fees on both transactions was close to \$50,000. And the salesperson we used would have received a good share of this amount.

This salesperson gave us a bottle of wine a month after we moved in and over the last eleven years has never made contact in any way. No phone call, no note, no messages nothing. (He basically disappeared from our life.)

Remember the saying "Out of sight out of mind?"

That's exactly what happened.

In the last eleven years we have purchased and sold other properties and come across a number of friends and colleagues who needed a good real estate person to help sell their home or buy a new one.

However we never recommended or mentioned the real estate sales person we had used because they never stayed in touch.

If this person had added value and stayed in touch even a little bit they could easily have earned another \$50,000 or more in easy real estate fees from the sales and referrals we could have given them over the last eleven years.

In case you were wondering that same salesperson is still working today in real estate.

And is still losing a fortune in easy referral and repeat sales through not staying in touch with past clients like me.

My main message here is the concept of having a "Clients for Life" marketing strategy in your business.

In other words you do things that will turn normal customers into delighted raving fans for life.

Action Exercise:

A useful starting point is to ask yourself and the people in your organisation "What can we do in our business that would create clients for life?"

And then put into action some of the ideas you come up with.

Strategy 21: Make Bigger Sales

One of the interesting things I've noticed over 42 years in sales and marketing is this:

Making a big sale of a product or service to a particular customer often takes a similar amount of time and effort to making a smaller sale.

So one way to make more sales is to make sales that are bigger than normal.

I had an interesting experience with this a few years ago when I was selling investment property

My usual recommendation to my clients was they buy one investment property now and then buy another investment property in 3-5 years' time.

So in my first year all my clients purchased just one investment property to start with.

Then in my second year a client asked me if he could buy two investment properties now rather than waiting 3-5 years to buy the second one. My client had the borrowing ability to buy two properties and his bank was happy to lend him the money to do this. So I helped him select two investment properties which he happily purchased.

This inspired me to start thinking a bit bigger.

I realised that some clients would be quite happy to purchase more than one investment property if I gave them the option.

So I changed my sales approach.

I mentioned to every potential client that some people like to start by buying two or more investment properties while other people are more comfortable buying just one investment property to start with.

In other words I invited my clients to think a bit bigger when buying investment properties.

I was delighted to find that with this new approach close to 33% of my clients began by purchasing two investment properties rather than just one.

Now my sales presentations took exactly the same amount of time regardless of the number of properties a client bought.

So by thinking just a little bit bigger myself and encouraging my clients to think a bit bigger I was able to substantially increase my sales without having to work any harder.

Action Exercise:

How could you make bigger sales in your own business?

Summary:

In 'Think Hard and Sell Easy' we've covered 21 strategies that produce amazing sales results when you use them. Most of these strategies involve thinking hard first to make easy sales later.

Just put into action 2 strategies each month from this guide. And in six months you'll have 12 of these strategies working for you. I know you will be delighted with the results from doing this.

Warm regards

Graham McGregor

Helpful Resource:

If you would like to create higher sales and delighted clients for your business I invite you to subscribe to my daily marketing tips and receive a free digital copy of my 354 page marketing guide 'Priceless Advice Volume One'.

Just go to www.simplemarketinganswers.com to get instant access.

Here are just some of the things you'll see in 'Priceless Advice Volume One' as soon as you subscribe...

- Find out how to use the vital strategy that legendary marketing expert Al Ries recommends to every single business he consults with. (Page 257)

- Learn Copywriting expert Bob Bly's secret to positioning yourself as an expert in any industry in a super short time frame. (Page 278)
- Discover how a real estate sales frogged his competitors and went from earning \$100,000 in his first year to person leap earning over \$700,000 in his second year. In his best month he sold 25 properties! (Page 24)
- Understand why AV. always works to get your business noticed fast and seen as superior to all your competitors. And learn how to triple the results from all your advertising without paying a single extra dollar. (Page 87)
- See the simple O.P. strategy that a retail business used to become the highest grossing store in the United States. The good news is that this same O.P. strategy can be used by any type of business. (Page 307)
- Discover how to create a B.B.S. for your business and how this triggers an avalanche of positive publicity and easy sales. (Page 39)
- See the clever secrets for getting appointments with high value prospects. It's actually a lot easier to do this than you think.(Page 104)
- Learn how to use the POV formula to get an abundance of new clients and a small fortune in easy referrals at the same time. (Page 134)
- See a simple way to 'Dollarize' the true value of all your products and services. This makes it a lot easier to charge far higher prices and make a truckload of easy sales at these higher prices. (Page 289)
- Unlock the simple secrets to getting massive amounts of free media publicity for your business. It's easy when you know these secrets. (Page 104)
- And much, much more...

Just go to www.simplemarketinganswers.com to get instant access.

Here's why subscribers find my daily marketing tips so valuable...

“Hi Graham, many things that you have published in your emails have been helpful but if I have to point to one is "just reaching out to your client base to stay in touch and ask how to help". The fact that I have made it a number one priority to keep up with my current clients and following up with all inquiries into our practice has drastically increased the lifetime value of our small client list and business revenue. I even cast these ideas on to my son that has a budding sales and marketing position in the automotive industry and he is seeing great results. Thanks for your encouragement and words of wisdom.”

John E. Walters

“Hi Graham, You speak to me directly, and ask simple questions, almost commanding engagement. I've sent you a number of replies for whatever reason. I always see your emails. I'm not sure I can say that of any other marketer, and I receive literally thousands of emails per day. thanks!”

Dan Hollister

“Hi Graham, You are always loaded with a huge amount of great ideas and advice. The most important advice you give is to take action - EVERY DAY even if it is a little step..... as little steps turn into big steps and this action also gets you into the Planned Routine of taking action towards things that matter in your Business. Thanks for being a sharing, caring, Business Associate and friend from the "land of the great White Cloud.” **Paul Diener.**

“Dear Graham all your nuggets of wisdom are precious. ☺ The one that I have loved the most in the last few months is the Bullet Point one. It's an area that I keep trying to master.” **Vatsala Shukla**

“Hi Graham, Yours is one of the few emails I receive that I look forward to and read consistently. As a fellow marketing trained biz guy, it is truly a pleasure to learn and/or be reminded of your timely insights. I especially like the daily

quotes which also is an interest of mine for decades :) Have a great weekend and thanks for all the good you do Graham!" **Gary Nichols**

"Hi Graham, The truth is every ideas or strategies you shared are golden. One of my favorite is creating a repeatable marketing campaign. When you have a repeatable marketing campaign or system in place your funnel is always full with leads. Thanks for sharing your wisdom always." **Naeem Joseph**

"Graham, I so look forward to receiving your messages. Everyone else seems to be on a hard-sell kick. You put it out there plainly and easily digestible. I have learned so much from you over these past several months (not sure how long I've been getting your emails) You are an inspiration. What you say just makes sense on so many levels. Not to fluff up too much, but I do rank you as a "keeper" of emails that I review daily. I never even think about unsubscribing. What you produce is too valuable. I told my partner several months ago that there are really 2 people's material that I get that are quite educational for a small businessperson. I keep a folder of your messages on Outlook. I want to make sure I have ready access to them. Hats off to you, Graham!"

Jack Peters

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Here's a valuable lesson about taking action:

I used to present seminars on goal setting. I noticed that only one thing ever worked if people wanted to achieve consistent results.

And that one thing was taking action every day toward the goals that were important to them. What didn't work was anything else.

In my goal setting seminars, I observed that a person might write down ten goals they wanted to achieve in a year. Provided they took daily action on these goals, it was very common for a person to achieve 6-8 of these goals. If they didn't take daily action, they might only get 1 or 2 of these goals.

Daily action was the key to great results.

In one goal setting seminar I asked all the people to write down at least 20 exciting goals they would like to achieve for themselves in the next 12 months.

I then encouraged them to pick one goal that really inspired them and write a list of 10 action steps they could use to get closer to achieving that one goal.

I asked everyone to pick one of these action steps and take action on it within the next 24 hours. One of the people in this goal setting seminar was my 75 year old grandmother. (She had paid good money to come to this seminar and I noticed she was writing furiously and taking lots of notes.)

I asked her at the end of the seminar what was the one goal she had picked. She told me that it had always been her dream to drive a car.

For her whole life she had always been driven everywhere by other people as she had never learnt how to drive.

I was a bit surprised by this and asked her what her next action step was going to be. She winked at me and told me I would find out tomorrow.


The next day, she went down to a car dealer and paid cash for a brand new car. (Remember she had never driven a car in her entire life.)

My Grandmother then took 18 months of driving lessons (with some very patient driving instructors) and finally received her driving license.

For the next 12 years she had the time of her life driving her car around the busy city. My grandmother taught me many valuable lessons before she passed away at age 89.

The most important lesson was that if there is something you want you must take action.

So here are your action pages to put some of the Think Hard and Sell Easy strategies in this guide into action in your own business...



**Great journeys
require lots of
little steps.**

Action Page Month One:

What 'Think Hard and Sell Easy' strategies would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!

Action Page Month Two:

What 'Think Hard and Sell Easy' strategies would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

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Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

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5:

Congratulations on getting into the game and taking action!!

Action Page Month Three:

What 'Think Hard and Sell Easy' strategies would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

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Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

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5:

Congratulations on getting into the game and taking action!!

Action Page Month Four:

What 'Think Hard and Sell Easy' strategies would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

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Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

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Congratulations on getting into the game and taking action!!

Action Page Month Five:

What 'Think Hard and Sell Easy' strategies would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

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Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

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5:

Congratulations on getting into the game and taking action!!

Action Page Month Six:

What 'Think Hard and Sell Easy' strategies would you like to put into action in your business in the next month? (Select two or more.)

List each strategy and the action steps you will take to put it into action:

Strategy One:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Strategy Two:

Action Steps you will take to put this strategy into action in your business:

1:

2:

3:

4:

5:

Congratulations on getting into the game and taking action!!