

# How To Prospect Sell And Build Your Network Marketing Business With Stories

Even the most competitive companies only close about 15 percent of the deals in their sales pipelines. That means that salespeople spend time with prospects who, 85 percent of the time, aren't going to buy. Wouldn't those salespeople rather spend more time pursuing prospects they knew they could close? Or spend time with their prospects where it matters most at an executive level? Readers who are ready for exceptional results for themselves and their companies need "Selling to Zebras". The Zebra way can help salespeople identify the perfect prospects for their companies--their Zebras--and develop a sales process that will help them close deals 90 percent of the time. The Zebra method of selling will: Increase close rates; Shorten sales cycles; Increase average deal size; Reduce discounting and increase margins; Make better use of scarce resources; Make customers happy, creating a stable of great references. Jeff and Chad Koser don't just offer theories and concepts. They give readers specific tools, models, and spreadsheets they can customise to make the Zebra way the best way for their companies to do business.

What's the secret to sales success? If you're like most business leaders, you'd say it's fundamentally about relationships-and you'd be wrong. The best salespeople don't just build relationships with customers. They challenge them. The need to understand what top-performing reps are doing that their average performing colleagues are not drove Matthew Dixon, Brent Adamson, and their colleagues at Corporate Executive Board to investigate the skills, behaviors, knowledge, and attitudes that matter most for high performance. And what they discovered may be the biggest shock to conventional sales wisdom in decades. Based on an exhaustive study of thousands of sales reps across multiple industries and geographies, The Challenger Sale argues that classic relationship building is a losing approach, especially when it comes to selling complex, large-scale business-to-business solutions. The authors' study found that every sales rep in the world falls into one of five distinct profiles, and while all of these types of reps can deliver average sales performance, only one-the Challenger- delivers consistently high performance. Instead of bludgeoning customers with endless facts and features about their company and products, Challengers approach customers with unique insights about how they can save or make money. They tailor their sales message to the customer's specific needs and objectives. Rather than acquiescing to the customer's every demand or objection, they are assertive, pushing back when necessary and taking control of the sale. The things that make Challengers unique are replicable and teachable to the average sales rep. Once you understand how to identify the Challengers in your organization, you can model their approach and embed it throughout your sales force. The authors explain how almost any average-performing rep, once equipped with the right tools, can successfully reframe customers' expectations and deliver a distinctive purchase experience that drives higher levels of customer loyalty and, ultimately, greater growth.

Redefine your career and life as a sales professional As a sales professional, you may be well versed in the rhetoric and techniques of past authors and sales trainers. Most sales materials have not changed; they just get redefined and reinterpreted with each generation. What has changed is the attention span and the availability of your prospects. People have less time, and sales efforts must be more impactful than ever before. As a result, William Barr has created a selling system that cuts to the chase with understanding how, why, and when prospects buy. In *Selling with Purpose: The Universal Way*, you will learn how to: 1. Save time and energy, while earning your prospect's business. 2.

Set or reset your destiny through goal setting. 3. Develop more impactful communication skills."

In today's technology-saturated world, information is cheap. The Internet has changed everything for prospects--not to mention for the salespeople who hope to win their business. Prospects no longer need that big sales pitch touting all the features and benefits of a product. What's more, they have come to resent old-school selling techniques. As Marc explains in *Game Plan Selling*, winning the business of well-informed prospects is very similar to winning in sports. Consistent success--both in sales and on the field--requires a distinct strategy, a repeatable process and a clear plan to execute with commitment and passion. In this highly practical book, you will learn how to: \*Separate yourself from the competition; \*Use a simple system to close sales more quickly and with greater frequency; and \*Create a personal selling plan to virtually guarantee success.

Praise for *Exceptional Selling* "Thull's leading-edge thinking makes this book extraordinary. This straightforward guide to communicating across all cultures with credibility and respect will give you a significant competitive advantage in a complex and crowded global marketplace." —Guenter Lauber, Vice President, Siemens Energy & Automation, Inc., EA Systems "Exceptional Selling may be one of the most important books written on sales and marketing communications for high stakes sales. It shows you how to stand apart from your competition, communicate with great clarity, and position your solution as the most compelling choice for the long term." —Rob Mancuso, Senior Vice President, Investors Financial Services Corp. "Thull has taken consultative and collaborative sales to new heights. The knowledge in this book is priceless. The trust and respect created by the diagnostic process is a must-have for success here in Asia and around the globe. It enables us to differentiate ourselves early and achieve long-lasting success." —Tay Chong Siew, Major Customer Director, North Asia, BOC Gases "Having achieved exceptional success by working with Thull and implementing the strategy and process in his first two books, I'm astounded that his leading-edge thinking is captured in yet more detail in another brilliant book. The conversation examples of his powerful diagnostic approach will bring even greater success to our organization. Truly exceptional!" —Alberto Chacin, Director of On Demand Services LAD, Oracle USA "Exceptional Selling is a dramatic departure from the vast majority of sales books. It scares me to see all the ways in which we can self-sabotage our sales opportunities-but that's only chapter one. Throughout the book, Thull describes compelling examples of how to succeed in a cluttered marketplace." —Steven Rodriguez, Senior Vice President, Ceridian Corporation "Thull has again extended the concepts and thinking he developed in *The Prime Solution* and *Mastering the Complex Sale*. This is an essential read for anyone working to understand his customers in a complex world." —Wayne Hutchinson, Vice President of SalesMarketing and Consulting, Shell Global Solutions International B.V.

Brian Tracy, one of the top professional speakers and sales trainers in the world today, found that his most important breakthrough in selling was the discovery that it is the "Psychology of Selling" that is more important than the techniques and methods of selling. Tracy's classic audio program, *The Psychology of Selling*, is the best-selling sales training program in history and is now available in expanded and updated book format for the first time. Salespeople will learn: "the inner game of selling" how to eliminate the fear of rejection how to build unshakeable self-confidence Salespeople, says Tracy, must learn to control their thoughts, feelings, and actions to make themselves more effective.

Sales objections, price bashing, the 'economy excuse', stalling tactics, gatekeepers from hell and elusive decision makers... If these are just some of the problems you're currently facing as a sales person, then *eselling®* is the book for you. There's got to be a better way than spending your time cold calling all day to drum up business. You don't like it, your prospects and clients certainly don't like it and it's

becoming less effective each and every year. Prospective clients are becoming more sales-savvy and street-wise when it comes to sales approaches. With the current economy and the cut-backs, the modern-day sales professional has their work cut out to make ends meet. [eselling®](#), the revolutionary new book by Sales Futurist, Sean McPheat, utilises the power of the Internet to help you prospect more effectively, position yourself as an expert and will teach you how to listen out for new business opportunities and leads – without making another cold call! It's the modern day sales professionals must-have resource to readdress the balance of power in this buyers marketplace. The book uses the Internet to help you network and prospect with key decision makers directly and to forge contacts within organisations who can get you to the key decision makers, use different types of media like video, audio and whitepapers to set you apart from the rest, use LinkedIn, Facebook and Twitter in the right way without wasting your time... and much more.

True or false? In selling high-value products or services: 'closing' increases your chance of success; it is essential to describe the benefits of your product or service to the customer; objection handling is an important skill; open questions are more effective than closed questions. All false, says this provocative book. Neil Rackham and his team studied more than 35,000 sales calls made by 10,000 sales people in 23 countries over 12 years. Their findings revealed that many of the methods developed for selling low-value goods just don't work for major sales. Rackham went on to introduce his SPIN-Selling method. SPIN describes the whole selling process: Situation questions Problem questions Implication questions Need-payoff questions SPIN-Selling provides you with a set of simple and practical techniques which have been tried in many of today's leading companies with dramatic improvements to their sales performance.

Did you know that the 80/20 rule applies to the world of sales too? Eighty percent of all sales are made by only twenty percent of salespeople. Which begs the question: How are they raking in so much money, and how can others join them? Sales trainer extraordinaire Brian Tracy has spent years studying the world's best salespeople and their methods and has discovered that the difference between the top 20 and the bottom 80 boils down to only a handful of critical areas in which the top professionals perform only a smidgen better than their peers. You are that close! In this compact and convenient guide, Tracy shares 21 tried-and-true techniques that can help any salesperson gain that winning edge. Learn how to:

- Set clear goals--and achieve them!
- Develop a sense of urgency and make every minute count
- Know your products inside and out
- Analyze your competition
- Find and quickly qualify prospects
- Understand the three keys to persuasion
- Overcome the six major objections

And much more! Packed with proven strategies and priceless insights, *Sales Success* will get you planted firmly on the path to success, making more money than you thought possible and greater career satisfaction than you ever believed you would find. Build a High-Impact, Low-Hassle Digital Sales Prospecting System That Works! Hate cold calling? Stop doing it! Build a supercharged, highly automated digital sales prospecting system that attracts more qualified leads, shortens sales cycles, and increases conversion rates—painlessly! In *The Invisible Sale*, Tom Martin reveals techniques he's used to drive consistent double-digit growth through good times and bad, with no cold calling. Martin's simple, repeatable process helps you laser-target all your marketing activities, sales messages, and sales calls based on what your prospects are actually telling you. Martin boils complex ideas down to simple, straightforward language...real-life case studies...easy-to-understand templates...and actionable solutions!

- Discover the "invisible funnel," where self-educated buyers are making decisions before you know they exist
- Leverage Funnel

Optimized website design to identify your prospects' key challenges before you ever speak to them • Integrate social media, content, and email to optimize the entire prospecting process • Make every sales call count with behaviorally targeted email prospecting • Leverage Twitter, Facebook, and LinkedIn to efficiently "prospect at scale" • Use the science of propinquity to choose "outposts," strategize social networking, and drive offline campaigns • Save money by rightsizing production quality to each marketing requirement • Rapidly create keyword-rich text content, and use it widely to promote self-qualification • Create webinars and tutorials more easily and painlessly than you ever thought possible • Choose low-cost devices, apps, software, and accessories for quickly creating high-quality DIY media content • Learn how to apply Aikido Selling Techniques to close self-educated buyers

Selling is tougher than ever before. Potential customers are under extreme pressure to do more with less money, less time, and fewer resources, and they're wary of anyone who tries to get them to buy or change anything. Under such extreme conditions, yesterday's sales strategies no longer work. No matter how great your offering, you face the daunting task of making yourself appear credible, relevant, and valuable. Now, internationally recognized sales strategist Jill Konrath shows how to overcome these obstacles to get more appointments, speed up decisions, and win sales with these short-fused, frazzled customers. Drawing on her years of selling experience, as well as the stories of other successful sellers, she offers four SNAP Rules: -Keep it Simple: When you make things easy and clear for your customers, they'll change from the status quo. -Be iNvaluable: You have to stand out by being the person your customers can't live without. -Always Align: To be relevant, make sure you're in synch with your customers' objectives, issues, and needs. -Raise Priorities: To maintain momentum, keep the most important decisions at the forefront of their mind. SNAP Selling is an easy-to-read, easy-to-use guide for any seller in today's increasingly frenzied environment.

Being a successful salesperson isn't only useful in a traditional sales role. Whether you want to sell a new product to a business, an idea to an investor, or yourself in an interview, this book provides you with all the tips and techniques you need to stand out from the crowd. This straight-talking guide helps you develop the sales, communication, and negotiating skills you need to deliver successful presentations, win and retain customers, maintain your confidence, and get the results you want.

If you want to communicate effectively, add your stories to deliver your message.

Full of entertaining stories and real-life illustrations, this classic book will give you the strategies you need to become proficient in the art of effective persuasion, including how to project warmth and integrity, increase productivity, overcome objections, and deal respectfully with challenging prospects. This new edition includes fresh opening and closing chapters as well as tips and examples throughout that illustrate the relevance of these truths in the marketplace today. Also includes a foreword written by Tom Ziglar.

Praise for *Selling Sucks* "Whew! A terrific new book that blows the lid off the old-school methods of selling-which don't work anymore-and shows you how to make sales almost like magic! I love this book!" —Joe Vitale, author of *The Attractor Factor* and many other books "I love to buy, so I'm going to give every salesperson I know a copy of this book. Maybe they'll finally stop the

old-school, hard-sell shtick that compels me (and everyone else) not to buy." —Michael Port, bestselling author of *Book Yourself Solid* "Selling sucks, but making sales doesn't. Read Frank's book to learn the crucial difference that will almost certainly mean success or failure for your business in the new era of commerce." —Mark Joyner, bestselling author of *Simpleology* [www.simpleology.com](http://www.simpleology.com) "Ready to join the ranks of the top sales pros? Buy *Selling Sucks*. Apply its lessons. Then watch your results go through the roof." —Randy Pennington, author of *Results Rule!* "Rumbauskas has the ability to overcome the obvious and allow his readers to look at sales in a new dimension. While many people focus on sales tricks, Rumbauskas shows, in great detail, how to get your prospects to buy because they come to you informed and trustful of you before you even say 'hello.' He's one of those guys I listen to every time he speaks. He speaks out of tested methods and not opinion. Prior to marketing online, I spent fourteen years running some of the largest automobile dealerships in the USA. This is one book I would make recommended reading for every person who wants to become an elite sales professional. *Selling Sucks* is a money-making winner." —Mike Filsaime, *MikeFLive.com* "Selling Sucks is a must-read for any entrepreneur who wants to run a high-profit, high-integrity business. Rumbauskas's advice is inspiring, clear, and more importantly, easy to implement. It's honestly one of the best how-to self-marketing books on the market. Get this book now if you're serious about exploding your sales and making more money." —Marie Forleo, author and Fox News Online Life Coach [www.thegoodlife-inc.com](http://www.thegoodlife-inc.com) "Rumbauskas has written an indispensable guide to moving from an average salesperson to a top sales pro. This is a must-read for anyone serious about their sales career." —Paul McCord, author of *Creating a Million-Dollar-a-Year Sales Income*

A revised and updated edition of *How to master the art of selling*, which educates on how to succeed in sales, including new information on using the latest research techniques and using e-mail and online resources to generate deals more quickly and efficiently

John Rosso's book shares thirty core principles for mastering stress-free lead development by phone and over the Internet, in accordance with the selling system developed by David Sandler.

Bookstores are full of books about how to sell. From prospecting to closing, sales people are searching for ways to be more successful. Very few focus on the most important element in a sale—the buyer. *Focus on Buyers* turns the sales process upside down and begins with the end. If you understand how buyers buy, you will sell more effectively. Whether you're in sales, marketing, or customer service, you may find yourself wondering: · Why are my prospects behaving this way? · How do I move someone forward in the sales cycle? · How can I influence my prospects so they believe my product will solve their problem? Jeff and Rebecca Fritzson teach these concepts to sales people worldwide. They find that once sales people understand their buyer's perspective, they increase their personal sales and develop better customer relationships. *Focus on Buyers* will take you on a journey of discovery through your buyer's thought processes. Beginning with change, the starting point of any buying process, and continuing through the individual buying states people navigate on their way to making a purchase, *Focus on Buyers* provides the map that will help you find your way to increased sales.

The sales guide for non-sales professionals *Exactly How to Sell* walks you through a tried and true process that draws on time tested methods that are designed to attract and keep more customers. No matter what you are selling (yourself, your product or your services) this

simple read is certain to provide you actionable strategies to deliver you more of the sales results you are looking for. Inside, Phil M. Jones writes from experience and explains how to get more customers and keep them all happy—while they're spending more money, more often. Using simple, practical, and easy-to-implement methods in line with the modern business landscape, Phil educates and guides you, giving you the confidence you need to develop the skills you need to win more business. Boost your salesmanship to support your core profession Create intent in a buyer and scenarios where everybody wins Choose your words wisely and present like a pro Overcome the indecision in your customers and close more sales Manage your customer base and have them coming back for more If you want to up your sales game, Exactly How to Sell shows you how.

Are you tired of the same, worn out sales scripts, assumed closes, tag questions and other stale nonsense that no longer work, insult your prospect's intelligence, and make you feel like a schmuck? Are you ready to add top dollars to your bottom line without sleazy sales tricks? Then grab your copy of "Subtle Words That Sell" and learn revolutionary and ground breaking concepts and tools that will get your prospects to convince themselves to buy.

Want to get your MLM and network marketing prospects to beg you for a presentation by using Ice Breakers? You can turn any warm or cold prospect into a hot prospect, wanting to know all about your business. How? By learning how to effectively introduce your business into a social conversation with an easy, rejection-free sequence of just a few words. Prospects want what you have to offer, but they are afraid of someone selling them. However, prospects love to buy and join. So why not use socially acceptable word sequences that compel any prospect to literally beg you for a presentation? This book contains several effective formulas with many examples of each formula that you can use or modify. Once we know how the formulas work, we can create unlimited Ice Breakers on-demand to use and pass on to our downline. Your distributors will no longer be afraid of prospecting; instead, they will love prospecting. It is much more fun when we are in control. Distributors want to work hard, but just don't know what to say. Their opening random remarks ruin their chances and they suffer bad experiences. That experience trains them to avoid prospecting. But with trained words and phrases, everything changes. Quick and positive results. Prospecting is fun again. Enjoy learning how to prospect negative people, positive people, relatives, co-workers, strangers, leads, cold prospects ... anyone, by using fun Ice Breakers that even the prospects enjoy. Spend the entire week giving presentations, instead of spending the entire week looking for someone to talk to. And never again will you have to hear one of your distributors complain, "I just don't have anyone to talk to." Ice Breakers are the best way to energize your MLM and network marketing business. Order your copy now!

Prospect Research: A Primer for Growing Nonprofits, Second Edition is a detailed guide to expanding your donor base by implementing an advancement research plan. Written by a prospect researcher, this unique book provides you with the tips you need to find your next major gift donors. Novice and experienced researchers as well as fundraisers will appreciate this updated edition that focuses on prospect researching and the art of identifying and qualifying potential donors to nonprofit organizations. In addition to a detailed introduction to each step of prospect researching, the text includes sample forms and information on policies and procedures.

One tiny story ... changes everything. A ten-second story equals the impact of 1,000 facts. Now we can use micro-stories to communicate our network marketing message in just seconds. Our prospect becomes involved in the story, and instantly sees what we see. And isn't that what we want? Forget the flip chart, the presentation book, the website, the PowerPoint, and the video. Instead, use stories to get that "Yes" decision now. Later we can do our boring, fact-filled presentation. As an added bonus, stories answer objections. No more frustration or push-back from negative prospects. And of course, stories are easy to remember, both for us and our prospect. Here are the actual stories I use,

word-for-word. Join the top earners now and become a professional storyteller. Order your copy now and start enjoying some great MLM and network marketing stories to move your business forward.

Have you missed a sale lately? Did you do a poor job presenting your solution... or the problem? Most advisors don't sell the problem adequately before attempting to sell their solution. The prospect must buy the cost of the problem first! Learn to sell the pain, the loss and the unwanted consequences of the problem and you will have an easy time selling the problem!

If you are a salesperson who is looking for a proven method to multiply your sales prospecting results, you have just found the Motherload. Inside, you'll discover; Why prospecting the way you were taught is a colossal waste of time. How to cold call comfortably, without fearing rejection or suffering call reluctance. The one vital factor in getting referrals that nobody is taught, that will triple the number of referrals you get. The one secret to referral prospecting that will almost guarantee that referrals will buy from you. How to get people to want to ask you about your business, in a way that is completely natural and comfortable. A proven method, not taught anywhere else, to find the 6 % that will almost certainly buy from you...and the system to see an endless supply of these highly likely prospects. Written by a salesman who practices what he preaches. Every method is field tested and proven. Complete with every script, answers to every objection, and every resource you need to send your sales prospecting results through the roof. About The Author... Claude Whitacre has been selling for nearly 40 years. He has broken company sales records, been a speaker at industry conventions and trade shows, and still makes sales to test ideas and teach what works. He is regularly asked to speak for business owner groups on advertising and selling. Claude speaks to groups of business owners and salespeople... and nobody else.

This practical guide for anyone active or planning to be active in the sale of financial products or services imparts the proper skills involved in selling such products. These range from the initial search for prospective clients to the sales meeting, the close and beyond.

Based on the author's TeleSmart 10 System for Power Selling, this award-winning business book pinpoints the ten skills essential to high-efficiency, high-success sales performance in an age of telesales and digital selling. Smart Selling on the Phone and Online equips salespeople with the powerful tools they need to open stronger, build trust faster, handle objections better, and close more sales when dealing with customers they can't see face-to-face. You'll learn how to: overcome ten different forms of "paralysis" and reestablish momentum; sell in sound bites, not long-winded speeches; ask the right questions to reveal customer needs; navigate around obstacles to get to the power buyer; and prioritize and manage your time so that more of it is spent actually selling. The world of selling keeps changing, and sales professionals are on the front line of innovation to keep profits flowing. Combining an accessible text with clear graphics and step-by-

step processes, Smart Selling on the Phone and Online will help any rep master the world of sales 2.0 and become a true sales warrior.

Ditch the failed sales tactics, fill your pipeline, and crush your number Fanatical Prospecting gives salespeople, sales leaders, entrepreneurs, and executives a practical, eye-opening guide that clearly explains the why and how behind the most important activity in sales and business development—prospecting. The brutal fact is the number one reason for failure in sales is an empty pipe and the root cause of an empty pipeline is the failure to consistently prospect. By ignoring the muscle of prospecting, many otherwise competent salespeople and sales organizations consistently underperform. Step by step, Jeb Blount outlines his innovative approach to prospecting that works for real people, in the real world, with real prospects. Learn how to keep the pipeline full of qualified opportunities and avoid debilitating sales slumps by leveraging a balanced prospecting methodology across multiple prospecting channels. This book reveals the secrets, techniques, and tips of top earners. You'll learn: Why the 30-Day Rule is critical for keeping the pipeline full Why understanding the Law of Replacement is the key to avoiding sales slumps How to leverage the Law of Familiarity to reduce prospecting friction and avoid rejection The 5 C's of Social Selling and how to use them to get prospects to call you How to use the simple 5 Step Telephone Framework to get more appointments fast How to double call backs with a powerful voice mail technique How to leverage the powerful 4 Step Email Prospecting Framework to create emails that compel prospects to respond How to get text working for you with the 7 Step Text Message Prospecting Framework And there is so much more! Fanatical Prospecting is filled with the high-powered strategies, techniques, and tools you need to fill your pipeline with high quality opportunities. In the most comprehensive book ever written about sales prospecting, Jeb Blount reveals the real secret to improving sales productivity and growing your income fast. You'll gain the power to blow through resistance and objections, gain more appointments, start more sales conversations, and close more sales. Break free from the fear and frustration that is holding you and your team back from effective and consistent prospecting. It's time to get off the feast or famine sales roller-coaster for good!

Not every prospect joins right away. They have to think it over, review the material, or get another opinion. This is frustrating if we are afraid to follow up with prospects. What can we do to make our follow-up efforts effective and rejection-free? How do we maintain posture with skeptical prospects? What can we say to turn simple objections into easy decisions for our prospects? Procrastination stops and fear evaporates when we have the correct follow-up skills. No more dreading the telephone. Prospects will return our telephone calls. And now, we can look forward to easy, bonded conversations with prospects who love us. Prospects want a better life. They are desperately searching for: 1. Someone to follow. 2. Someone who knows where they are going. 3. Someone who has the skills to get there. We have

the opportunity to be that guiding light for our prospects. When we give our prospects instant confidence, contacting our prospects again becomes fun, both for the prospects and for us. Don't we both want a pleasant experience? Don't lose all those prospects that didn't join on your first contact. Help reassure them that you and your opportunity can make a difference in their lives. Use the techniques in this book to move your prospects forward from "Not Now" to "Right Now!" Scroll up and order your copy now!

There is a silver bullet in sales its called timing when you get to highly motivated decision makers at EXACTLY the right time: after they experience a Trigger Event BUT before they call your competition. When you have the right timing the sale almost happens by itself There are few challenges getting to the prospect, understanding their dissatisfaction, presenting a solution, or closing the sale. By luck or sheer numbers youve had timing happen before, not its time to make it happen again, and again, and again. ... simple but profound truths that will help you leverage intent for immediate action and cut down the selling cycle, while creating lasting bonds with customers. Stephen M.R. Covey, author of the New York Times and #1 Wall Street Journal bestseller The Speed of Trust "... an entirely new perspective on things that are hiding in plain sight for all sales professionals. Well done!" Kevin Fancey, Senior Vice President of Sales, Ricoh Canada Inc By combining the power of relationships with timing - what Elias and Shanto call "Trigger Events" - the authors present a powerful sales strategy... Keith Ferrazzi, #1 NYT Bestselling author of Who's Got Your Back and Never Eat Alone Elias and Shanto have brought referrals into the 21st Century, showing you how to capitalize on the key moments that will bring you success in a busy, fast-paced world. This is a must read! Ivan Misner, NY Times Bestselling author and Founder of BNI and the Referral Institute

The perfect prospect. The perfect presentation. And our prospect says, "No." What happened? Our prospect did not connect with or understand our presentation. Our presentation is clear to us, but our prospect understands the world differently. Yes, our prospect understands a different language. There are four different color personalities, and each of those personalities interprets our world differently. They have their own viewpoint and their own language. They make their decisions based upon their viewpoint, and the language we use to present to them has to match their personality. When we talk their language, magic happens. Our prospects understand and appreciate what we offer them. Once we have this connection, prospecting, selling, sponsoring, and presenting are easy. Learning the other color personalities' languages is easy. We simply modify our most common phrases to match their viewpoints. If our yellow personality prospect wants to serve and help the world, then why not present our opportunity from that viewpoint? It is just that easy. In this book we will quickly learn the different personalities and how to identify them. Then, we will learn proven phrases for connecting, prospecting, selling, and sponsoring for each color personality. The reactions of our prospects will be

amazing. As network marketing leaders, we want to move people to take positive actions. Using their own color language is how we will do it.

How to Prospect, Sell and Build Your Network Marketing Business with Stories Fortune Network Publishing Incorporated  
Selling Rests On Seven Critical Pillars: Pillar One: Develop your competence by acquiring sufficient knowledge about your products and services, understand your target market, have sufficient information about your competitors, and master your marketing and sales strategy. Pillar Two: Identify, target and gain access to those who need and want your products and services; will derive value from your products and services; and who have the capacity and authority to acquire them. Make sufficient contacts, secure enough referrals and introductions. Pillar Three: Make presentations to the prospects by communicating the features, benefits, value proposition and competitive advantages of your products and services. This pillar also involves dealing with the objections and concerns of prospects. Pillar Four: Follow up and reinforce your value proposition; until you win the customer. Pillar Six: Manage the customers, deepen the relationship, achieve customer loyalty and cross sell to existing customers. Pillar Seven: Make customers your advocates, and use them to secure new contacts and businesses. Are you a new or an experienced business development professional? This book offers you practical tips and techniques to help you find those who need what you have and have what you need. The book is loaded with easy to apply tools, processes and systematic steps to plan your sales activities, make sales presentations, negotiate with different buyer types, deal with objections, manage your sales efforts, win and retain customers. This practical and easy to read book identifies all that you need to know, the skills to develop and the right sales attitude to excel in today's highly competitive market space.

Whatever good or service you're selling, five likely customers are worth a hundred random names. No one can help you find new business by finding those five -- or five hundred, or fifty thousand -- best-qualified customers better than Bill Good. For over a decade, Bill Good's guide to increasing new business by finding the right prospective customers has been an invaluable resource to people in every imaginable profession involving selling. Now completely revised and updated to include lessons on how email, fax machines, and the Internet can be incorporated into an effective prospecting and selling campaign, it is the most valuable tool a salesperson can own. Anyone who does any prospecting or selling by phone -- from securities, insurance, and real estate to fund-raising -- knows the frustrations and rejections inherent in "cold calling." Many people come to fear it. But why should this be so? Certainly there are people out there who need and want the product you're selling. If only you could more efficiently generate a list of just those people, weed out the hopeless cases, and launch a simple and highly effective campaign to win them to your side. *Prospecting Your Way to Sales Success* shows you how to do just that. Bill Good draws on all he's learned from a long, successful career teaching companies and individual entrepreneurs how to create successful prospecting campaigns. He jettisons the stale, old-school, don't-believe-a-customer-who-says-no philosophy for a plan of attack that finds good prospects while quickly screening out unqualified, uninterested customers. From the first contact to the final close, Bill Good will help you design a complete, customized prospecting campaign. In this new revised edition, bursting with fresh ideas for incorporating new media and new

technologies into his proven campaign strategies, Bill Good has updated a classic and given salespeople everywhere a book they can't afford to live without.

Get our prospects to make a “yes” decision immediately ... even before our presentation begins! Pre-closing is natural. We make a final decision to go to a movie before we see the movie. We make a final decision to go to a restaurant before we see the menu. It is the same with sales presentations. Prospects decide first if they want our business or product, before they see our facts, features and benefits. Closing at the end of our presentations creates stress for us and our prospects. We hate the feeling of pushing for a final decision at the end of our presentation. Now we can confidently give our presentations without the pressure of trying to convince our prospects. Why? Because our prospects already want what we offer. Getting a “yes” decision first makes sense. Why would we even want to present our business or products unless our prospects wanted them first? Now our prospects will love every detail of our presentation. No stress. No rejection. And a lot more fun. So instead of selling to customers with facts, feature and benefits, let's talk to prospects in a way they like. We can now get that “yes” decision first, so the rest of our presentation will be easy. Scroll up now, get your copy, and get your prospects to say “yes” immediately!

Market Share Sherpa Jim Wrigley's Ready, Set, Sell: How to Turn Prospects into Paychecks and Live a Happier Life is the salesperson's definitive guide for mastering the only three things they can control: their attitude, the quantity of their calls and the quality of their calls. A must-read for everyone in the sales profession who desires to be a top performer.

Do you want to be a leader? Or, do you want more leaders on your network marketing team? The strength of your network marketing business is measured in leaders - not in the number of distributors. Leaders are the long-term foundation of your business. Everyone says they want to have more leaders, but how? How does one find leaders? How does one create leaders? What are the things we need to teach ordinary distributors to do in order to become leaders? Successful leaders have a plan. They want to duplicate themselves as leaders. This plan doesn't happen by accident. Follow this plan. Instead of wishing and hoping for leaders, this book will give you the step-by-step activities to actually create leaders. Yes, there is a plan for building leaders and it is simple to follow. Discover how to give ordinary distributors a leadership test to determine if they are ready to enter the path of leadership. Then, learn how to start their training process with the biggest leadership lesson of all: problems. When you have an organization of leaders, network marketing gets easier. Instead of spending the day with repetitive activities with distributors, you will enjoy the free time this business offers. Spend the time to build and create leaders, and then you will have the freedom to visit the beaches of the world. This is the perfect book to lend to a new distributor who wants to build a long-term MLM business, and would like to know exactly how to build it. Creating network marketing leaders should be the focus of every business-builder. Order your copy now!

"Imagine trying to inspire people who need help but who are actively resisting change. That is the essence of Heroic Selling." In It's About Time!, David Smith chronicles his thirty-plus-year journey in senior living. He reveals how to turn deep-seated resistance into successful conversions. His field-tested technique, Prospect-Centered Selling(R), is based on a theoretical model adapted

from the psychology of change. It's a strategy supported by data-driven metrics and a purpose-built CRM platform. David's methodology is disrupting the universally accepted speed-to-lead paradigm. This book provides case studies and is a step-by-step guide that will show you how to double your close rates, drive higher occupancies, and achieve faster fills. It will not only boost your performance, but it will also help hundreds of thousands more people get ready for a new and vibrant chapter in their lives. Be heroic. It's time. Come join us.

[Copyright: b9251efb173294c3ff7c0bf506022b24](#)