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# Foreword

Contrary to systems or cultures where everybody gets rewarded for simply participating and no matter their attempts, abilities, or even the score—the sole position that in the end adds up in business—and the one that brings in the highest rewards—is, naturally, first. If you aren't in the dominant spot in your market, then you're at risk.

When economic systems are full of business, the company in first spot continues to acquire clients and enlarge its size and presence while the feebler players squeeze out increasingly littler gains, assisted along entirely by the rich nature of the market. But, once these fruitful times decline, the dominant company profits from its 1st place spot and snaps up market shares away from all the additional competitors while those in every other spot pay the price. So stop compromising and being “fair.”

Let's get you combat-ready—each moment of each day—for the number 1 position in your business. You need to be on top when the market is excellent and take market share once it isn't.

***Alpha Dog Internet Marketer***

***How to be ahead of the pack and lead the way.***

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# **Chapter 1:**

*Recognize Your Power*

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# Synopsis

*I'm going to put you on the path with a plus that I recognize you have: power. Regrettably, most individuals deny knowing that they even have a place of mightiness. They genuinely trust that they've nothing to begin with. Not genuine. Everybody has a place of power; we merely don't all recognize or use it. Rather, we go backward by attempting to establish a business in a place where we don't already hold power, with individuals we don't know. This is the hardest way to forge a company.*

## **Your Might**

Everybody has an existing place of power. The individuals you know- acquaintances, loved ones, relatives, classmates, past employers, existing employees, and even your foes -are all components of it. Power doesn't stay the same throughout your vocation; it will mature (or cease to mature) depending upon the sum of attention you provide it. To cultivate and better the caliber of your place of power, merely begin with what you have. Network marketing companies are effective as they depend nearly solely on using and optimizing people's place of power. Blend a committed and relentless contact of this strength with excellent products, and you'll produce a company that benefits during any economy.

That's why so many businesses center so intently on client satisfaction and knowing how much buzz renders future sales. Businesses tend to bomb when they bank too heavily on ad campaigns and claim allegiance to client satisfaction without organically energizing the place of power. Once you effectively trigger your place of power, you'll discover individuals who are qualified to buy your products and moved to tell others.

Your place of power is the single most lucrative method to yield immediate business. Traditional ads has become "the dependency" of the 21<sup>st</sup> century whereby the company's power to yield business rests entirely with mass advertisement to individuals you don't know who might or might not be qualified or even intrigued in your product. The bulk of ad budgets are lost to these individuals. This technique of contact might not be an affordable choice -even for big businesses- when you really have to watch each penny spent.

Although reactivating your place of power is really cost-efficient, it does call for some level of effort. Don't fret when you start whether these individuals are qualified or even interested in your merchandise; simply create your list, then get hold of those on it. Remember that the individuals you know as well know other people in turn who might be more suitable leads. You need to reactivate each possible contact you have and get your place of power to begin to work for you.

Begin connecting with acquaintances, family, relatives, and past employers and acquire a genuine interest in them. Discover what they're doing; enquire about their lives, their careers, and their loved ones. Individuals love to discuss themselves, and they truly love it when other people take interest in them. Let them know what you're doing once it comes up, but realize that this isn't a sales call. You're merely reconnecting with somebody with whom you've been out of touch.

A call is more useful than mail but can and ought to be accompanied by mail or e-mail the same day. Make it clear-cut that the aim of your call is to catch up with those in your place of power, not to market your products or services.

During all economies- great, bad, and so-so but particularly during down turns -contacts and relationships are everything. The individuals you know either have the revenue you need or know individuals who do. It's those individuals who want and require your service. So the more individuals you contact, the better probability you have of detecting and marketing to those who are members of your target market.



Remember: individuals love to purchase and do business with individuals they know and like. During times when revenue is tight, they're more likely to drop money (if they do so at all) on merchandise and services from those they know and believe. You might have had the experience of bumping into an old acquaintance and to your outrage and disappointment saw that they just purchased the very merchandise or service that you represent from somebody else. Yuk! The hurt runs deep and may have easily been avoided simply by increasing the amount of contact with the individuals you know. You may miss these sorts of opportunities when matters are going great- However when times are hard you can't afford to overlook any business!

And the truth is that you ought to never put yourself in this spot, no matter economic conditions, you have to make the best of every single chance.

This procedure of reactivating your place of power may feel a great deal like going to the gym after not exercising for 6 months. It's all new once more and you're utilizing muscles that you haven't utilized in some time. Just like exercising, once you pressure yourself back into the gym, and go through the pain, you'll be glad you did! So simply break through your resistance and recognize that your perseverance is going to pay off, as long as you continue showing up and exercising you'll reconstruct the muscle and in this case your place of power .

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## **Chapter 2:**

### *Winning Sales*

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# Synopsis

*Take a minute to consider all those individuals with whom you've worked but to whom you haven't sold anything. It's likely a big number as the truth is that you don't sell to most of the individuals you work with. We're now going to take each individual who's landed in this class over the last 6 months and win over the "unsold" into the "sold."*

## **Get The Sale**

Though seldom used, this maneuver really works; after all, don't these individuals remain unsold merely because you did not transact with them? Everybody winds up doing something; it's simply an issue of when and with whom. The reality that you failed to close an opportunity and then cast off or blanked out that lead doesn't mean that individual is no longer possibly in the market for your services.

Simply because you stopped following up or the prospect bought from somebody else doesn't exclude that individual as being a lead for you today. Perhaps he or she couldn't afford your merchandise at the time, wasn't quite prepared, or detained a decision with the aim to reconsider. Perhaps the prospect couldn't acquire funding at the time, perhaps you had the individual on the incorrect product, or perhaps he or she purchased from somebody else and isn't pleased with that decision.

This greatly neglected opportunity must be won over so that you are able to gain ground and conquer. Don't blow time fretting about the fact that you didn't sell to these likely prospects earlier. They still make up a feasible opportunity and shouldn't be written off as component of past experience or as "losses."

Instead, they ought to be reactivated till they become a succeeding sale or a part of your ever - flourishing place of power. Such leads are great individuals to add to your "personal drop in" call list. Remember, everybody knows other people—and the more hoi polloi you're affiliated with, the more individuals you'll know and will know you!

Probabilities are that you haven't pursued leads diligently enough, consistently, or long enough. The fresh business you require is sitting safely away in your file cabinet. As you've already vested the time and energy, simply continue following through and chipping away till you get the gold. The most beneficial way to accomplish this is to go through your notations or database.

Impart all of your weapons to your acquisition of fresh clients—including calls, messages, mail, e-mail, and personal visits and never quit following through. I've prospects that I've called daily for twenty days consecutively before they ultimately took my call. No matter the reason they're not phoning me back, when it comes time to doing something with a product like mine, I'll be the one they consider 1st. Is that a bit much? Not if you wish to be 1st!

If the individual hasn't purchased from you, conduct freshly investigations as if you haven't before. You'll have to begin this sale over from scratch. Don't assume that what the prospect previously wanted is uniform with what he or she requires or wishes now. Ask the individual what has shifted since then. Ask why he or she chose not to do anything at that time.

Then enquire, "What are you looking to achieve today?" This sales cycle might grow and require you to begin new investigative tactics, launch a fresh presentation, maybe present a completely different product, and deliver a fresh proposal. Don't shortcut any of your sales steps as you did them originally. Begin this whole sale over and discount anything that you've done previously; it's no longer pertinent.

Remember: each contact is more useful than merely the one sale. This individual will purchase again and probably knows other people who will purchase. Once again, the sole difference between a contact and a buy is the relationship.

Remember to follow-up each call with a letter, and put this person on your list of personal contacts and your designated visits on your calendar. Carry on fostering these “lost” opportunities till they join the ranks of your customer list.

Convincing unsold leads may be fruitfully utilized on leads who have inquired about your merchandise or service inside the last year or two—occasionally even 3 years ago or longer. But, the best leads would likely be those who contacted you inside the past 6 months. But, you have to be creative in continuing to follow up. You can't simply center on marketing your product.

Make the decision that nobody is going to persuade you from doing your task and taking the actions essential to produce the business you wish. I know it might appear a little extreme, but you and I are not seeking approval. We wish to develop our businesses. If you don't preserve contact, you'll never produce the relationship necessary to work the contact into a contract.

To make sense of breaking through uncomfortable moments, attempt to determine what the advantage will be once the uncomfortable action pays off. Let's suppose you want a client who's worth hundreds of thousands to your company and thousands to you—as well as job security and a sense of achievement. Enquire, “Is it worth undergoing the irritation of continuing to follow up—even after I've been told

no—in order to get any hope of getting this accomplished?” If you don’t follow through, you won't acquire the sale. If you do, you may!

The object lesson:

1. Dedicate to follow up.
2. Your interest in your prospects is more crucial than their interest in you.
3. Say, up front, that you'll continue to follow through till you acquire a result.
4. Be originative in the ways that you follow through.
5. Forever, always leave a message.
6. Never stop, ever!

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# **Chapter 3:**

*Dazzle Them*

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# Synopsis

*Ask yourself whether anybody has sent you a sincerely “wow” experience within the last ninety days. I expect the reply from most of you will be nope. Individuals today are so accustomed to pitiful or average service—both before and following the sale—that once they get something a couple of notches above average, they're sure to notice the difference.*

## Wow

It's really uncommon for individuals to deliver at levels that truly produce a special experience and favorable impression. Enquire what portion of the time you even recall the individual who served you. If you did recall them, what portion of the time did you recall them because they "were awful"? I'd expect that you don't recall more often than not—and once you do, it's because it was a foul experience, not a great one.

You have to do everything you are able to persevere your existing customers at all times as they constitute the foundation on which you mature your business. Without favorable buzz, you've no chance of sustaining yourself—much less capturing market share. And the most beneficial way to hold your customers or clients is to delight them beyond their anticipations and to continue doing so—prior to, during, and following the sale.

If you really wish to fulfill them, make certain they're affected before the sale; otherwise, you won't have an opportunity to affect them later! While this is forever the case, it's particularly vital that you deliver at a completely fresh level in order to distinguish yourself as (1) you can't afford to miss opportunities; and (2) this is the time to acquire market share from other people. You don't want clients just to be fulfilled; you wish them wow-ed!

Wowing is really easier to achieve during "bad" times than great, as your rivals are so focused on issues during down times that their power to return a favorable experience has probably deteriorated. It's crucial that you go above and beyond to impress customers when they tighten up financially and get choosier. Having a wow experience

provides you a much better chance of gaining their money. With the media's ceaseless reminders of hard times like these, the wow is the sole thing that prompts clients to actually say yes.

A crucial rule to recall: Price is never the way to produce a wow feeling. The product is likely not a way to produce a wow experience either, unless you're the sole source for a specific product or service, which is improbable. The wow instant happens when you present the merchandise, let clients know how it may resolve their issues, and solve how it makes them feel as well as how you exhibit, service, and provide that experience.

The most beneficial way to better your client base is to provide clients more than their money's worth. Cutting price or cost doesn't impart value or solve issues; it simply reduces the cost of the product and may in reality diminish sensed value. Most sales individuals think that cost is a way to construct a better deal or distribute more merchandise, but I can provide you a nearly perpetual list of companies that have gone out of business while running as the lowest-cost supplier.

Seek every chance to go the extra mile and provide that little bit of extra service; it may mean the difference between simply fulfilling the customer or client and dazzling them. Merely in the way you greet somebody, answer the telephone, or get them a cold beverage may produce the wow experience.

There are limitless creative ways to provide a wow experience that have nothing to do with price reduction or even the product being distributed. The solitary best protection for business is possessing an active list of wow-ed, elated, truly fulfilled customers who provide you

a constant stream of continuing assignments as they love the way you treat them.

You have to likewise commit to wow the customers in your place of power —whether they purchase from you or not. Follow through; contacts, e-mails, and personal visits are all chances to wow those on your list. Anybody may purchase a product like yours, and somebody is always willing to sell it for less.

The sole thing that keeps you above the rest is cultivating, nurturing, serving, and doing everything you are able to astonish your current clients.

Don't seek to fulfill; seek to wow. The more you wow, the less you have to market—as other people will do it for you! If they pay you a dollar, ask yourself, “How may I provide ten times that in terms of wow?”

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# **Chapter 4:**

*Great Marketing*

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# Synopsis

***Among the beginning things people and businesses do when having a hard time is cut back their advertising and promoting. Huge mistake. Now is the time to pound your business into the market with cost-efficient marketing programs that let the globe know who you are, what you do, and what you have to provide. In spite of your tendency to wish to save money in any way conceivable, now isn't the time to hideaway. Let your rivals' cut to the point that they no longer are out there while you get out there.***

## **The Ads**

It's peculiarly crucial now to be at the front in your customers'—and potential customers'—brains. While this action is totally counterintuitive to all the foul news, you have to effectively and aggressively promote yourself and your business if you're going to exist, prosper, and acquire market share from your rivals. Plainly, you wish to be smart about this maneuver and prevent spending money on techniques that don't work.

When things become sluggish, step-up the amount of time you spend on promoting and prospecting for fresh business. You're commonly able to acquire the best price for traditional ads and marketing efforts during lags as others are doing less ads. As well as traditional approaches, research and apply originative ways to make your organization more widely recognized inside the circles and communities in which you market. For example, if you commonly commit ten percent of your time and energy to promoting and prospecting when things are reasonably busy, you could increase this to fifty percent once things are slow.

As we've talked about previously, a lull in business demands that you use extra effort to draw in customers, follow through on leads, and remain in contact with and extend your place of power. While you are able to achieve this through traditional ads, you are able to likewise use a few activities that don't cost any revenue: calls, personal visits, mail, e-mails, flyers, social networking on the Net, church activities, e-zines, seminars, briefings, "great news" e-zines, videos, community participation, speaking at rotary clubs, training your kid's soccer team—etc.. Most if not all of these techniques are reasonably original,

build enormous goodwill, get you better acknowledged, and cost zip but your time and energy!

The 2nd part of this plan of attack dictates that whatever you do, make sure you stick with it. Conduct action consistently and aggressively daily, weekly, and monthly and throughout the year. You have to commit to a promoting program throughout the year—not simply when you require the business. Whether it's a traditional ad or some of the other, more groundbreaking marketing techniques make certain you can stick with it as all marketing demands some time to take hold.

When planning a PR or ad blitz, I consider how much it will cost to run that plan over the course of a year, not a week or month. While this strategy ensures a regular stream of fresh business contacts in the future, it isn't guaranteed to harvest prompt results. The promotion you carry on now launches a selling cycle that will result in fresh business when you require it 6 months into the future.

It's even as crucial that this campaign raise your reputation throughout the community or rings in which your merchandise is required. Additionally, the fact that you're out there doing something about your business—rather than simply sitting lazily at your desk, waiting for matters to reverse—will provide you added self-assurance.

The sorts of marketing that work best in all economies, as they're most effective—are a combination of results - oriented direct marketing (direct-response print ads, sales letters, self-mailer, special offers) and low-priced or no-cost visibility heightening publicity strategies (press releases, articles, speeches, books, seminars, e-zines, radio and television interviews). Yeah, it costs time and energy, but



not doing these things risks the company. Don't consider marketing in terms of simply costing money as many efforts may be made without any budget simply by using your energy.

Approach each aspect of your marketing program with monumental action and energy. My own personal definition of monumental is "that sum of action that will produce fresh problems for yourself and your company." Yep, you read that correctly. You wish to produce fresh problems.

Most individuals stop short of this plan of attack; in fact, they commonly attempt to avoid all problems, just to wind up with the same old ho-hum recurring situations that they've had for years. Individuals don't advance because they don't take adequate action or follow this up with more monumental action. They then wind up with ho-hum, familiar problems rather than adventuresome and favorable problems. Monumental is vital to making your marketing efforts effectual.

No matter your position, you have to effectively market yourself as a person to make yourself more useful to your company, its customers, and the market. You wish to be valuable. So make certain that you present yourself as irreplaceable. Do that, and you'll never be without work or revenue. Remember: great marketing is about more than simply spending money to advertise. It's about investment of energy to make yourself known and of value throughout the market.

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# **Chapter 5:**

## *Training*

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# Synopsis

*Your sales, communicating, negotiating, and closing skills are critical to your achievement in order for you to better your business. You can't acquire market share unless you are able to sell your ideas, merchandise, and services. Each profession bears a skill set. A carpenter requires a hammer, nails, and timber, and to the level he knows his trade he'll be desirable in the market. A chef requires suitable utensils, recipes, seasoning, food, iceboxes, ranges, ovens, and warmers. You and your company require, more than anything else, organizational, and planning skills and the power to sell your merchandise and services.*

## **Skills**

You can plan and organize till you're blue in the face, but if you can't sell your merchandise, what does it matter how orchestrated you are? Many of us don't have a line of individuals waiting for our merchandise; we really have to render interest, sell our product, and close the deal. The lifeblood of each company is income, and income is rendered by sales.

Consequently, every organization's most essential assets are the sales skills of the people involved.

Formulating sales skills involves communicating, motivation, belief in your merchandise, an excellent attitude, presentation skills, follow through, and the creation of fresh and qualified opportunities. We occasionally exhibit contempt at the notion of becoming labeled a salesperson, but this is a vital mistake. This contempt is a result of never taking the time to learn the true prowess of selling.

Even those who think about themselves as pro salespeople commonly only learn some basics about their craft and never perfect all the tools useable to them. I'm not discussing selling as an action here, but the elemental way to dominate and ensure yourself the summit seat in the market.

In spite of the myth, no one is "born a salesman." While a few individuals have an innate power to build a rapport, they won't become masters at the art of gaining income unless they formulate a full set of skills. Those who truly comprehend selling as a skill and a technology—and who spend time to formulate and perfect their whole

set of sales skills—are the individuals who will see success. Consistent sales results won't go to the average, the mediocre, the feeble, or the order takers.

So wake up and recognize that you can't survive and flourish if you don't learn to sell yourself, your merchandise, services, ideas, and aspirations. This holds true for everybody, irrespective of his or her position. Selling isn't a job; it's something you accomplish in order to make things occur for yourself.

Today is the time to work each day on training, education, and bettering your sales skills. I propose that you do this regardless what position you have in your organization. Individuals who may generate or assist in the propagation of sales and income will never be without work, income, or opportunity. You have to commit to interpreting selling as a technology, a system, and an art and dedicate to becoming an authority as a way to the top not attack it simply as a job.

Take each chance and free minute you have to study the art of selling. Spend some time every day to listen to material on getting income for yourself and your company. Begin centering your attention on maturing your business to leave your rivals in the dust. There's no skill set more critical to ensuring that you further your success. It's utterly vital to learn (perhaps relearn) everything there is to understand about producing selling opportunities, ascertaining your prospects' needs, getting agreement, presenting, managing, and closing.

There isn't an industry on this planet that doesn't change in some manner or another, and those that don't shift merely cease to survive. Van Gogh, one of the leading artists who ever lived, sold only one

painting of the 100s he painted during his life. This was a person who produced some of the leading art, but because of his inability or unwillingness to sell; his genius didn't return any revenue till long after his demise. This goes to show you that regardless how special your product, you won't profit financially if you can't market it.

Due to the expanded rivalry that's accompanied the Technology Age, the 21st century buyer is much more aware, educated, choosy, and surely resistant to old-school plans of attack. Blend all of that with a constricting economy and lowest-price rivals who are "marketing scared," and your job of furthering your products and ideas in the market gets even harder.

Sales training doesn't have to cost revenue; it links you up with the revenue you require during tough times in order to further your success. You can't afford to neglect opportunities today; you have to be able to capitalize on each day and each chance and be able to get each sale. Many individuals fret about how to spend their revenue.

However, they'd be better served if they centered on bettering their skills in order to bring in more revenue and capitalize on each opportunity. The most successful individuals I've encountered center on making the most of each chance they have to create revenue. Investing in your training, studying how to communicate are the only ways to move ahead.

Remember, if you say no to something in life, there's commonly a lack of know. If you've no money, there's something you don't know about money. If you've no leads, there's something you don't know about prospecting. If you discover yourself with no sales, there's something you don't understand about selling.

The level to which you understand how to sell encompasses your power to effectively communicate, achieve an agreement, address objections, be appealing, render opportunities, give excellent product demonstrations, talk terms, and understand how to close. Your future, financial welfare is determined by your power to produce opportunities for your company and get revenue by selling.

In spite of what you might have been told, everybody sells at one time or another. So whatever your job title or position might be, I plead with you to study everything you are able to about this great lost art. It's the only way you'll further your success and never be stopped.

## Wrapping Up

I believe that it's now my job to prompt you to really apply and carry out these actions. Let's face it: The big, bad, huge economy isn't going to accommodate you with more chances and more business without you taking a few serious initial steps. The economy most likely doesn't even recognize you exist; up till now, you only operated as a little part of the economy and likely never gave a thought to producing your own.

The government isn't going to bail you out, and it of course isn't going to help you and your company advance your success. (As a matter of fact, if it offered to, you'd likely be better off resisting.) The “money gods” aren't going to assure your solvency or financial freedom, regardless how hard you sell to them.

The economy is in the state it's in; you are able to be part of it and get whatever is remaining after 1000000000000s of individuals take their slice, or you are able to produce your own and no longer be a victim of it.