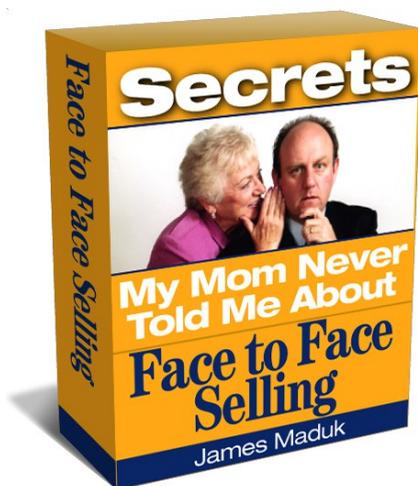


# Turn Any Conversation Into A Sale When You Master The Art of Face To Face Selling



by James Maduk

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## **Getting Started**

The video links are password protected; you'll need to create a username and password before viewing the multimedia tutorials.

Make Sure To Activate Your Username and Password Buy Clicking This Link:



If you have already purchased a copy of "SPEED Selling" and this is a new release for you, your existing user-name and password will allow you login and view the videos.

## **Please Give Away Copies Of This Book!**

Give Away Copies Of This Book and I'll pay you a hefty commission for every person that unlocks the videos. [Join Our Affiliate Program](#)

## Getting The Most Out of This Book

Read listen/watch every page. Skipping over sections is the same as trying to bake a cake without using all of the ingredients.

**WARNING:** Don't start implementing the ideas in this multimedia ebook until you go through the entire program once. Doing so guarantees that some of the work that you do will be a waste of your time and perhaps money. While it can take time to get really great at recognizing personality types and selling more with less effort, it has been my experience that doing things right the first time will pay big dividends in the both the short and long term.

### Do things right the first time!

1. Don't skip any of the chapters. \*
2. Listen to all of the multimedia sessions – that's where the meat is!
3. Do The Work!

**REMEMBER:** If I haven't answered a question that you need answered in this version join the MySmallBizU.com community and ask in the forum!

Send your questions to me via the forum MySmallBizU.com and I'll add it to the next release. Remember anyone who buys the "Sales Training For Small Business Bundle" multimedia e-book gets lifetime updates!

This version is really a "Multimedia E-book". When you start the first page, you'll know what I mean.

I've included hours of multimedia content in this e-book. Each lesson has up to three choices: Screen Capture, Whiteboard and Audio or Audio Only.

I teach each lesson in a Virtual Classroom format, which means you literally join me in front of a whiteboard at a live seminar. Watch as I visually diagram out strategies. Listen, as I provide a complete explanation and key points in full detail. It's exactly the same as being in the room with me.

Enter the email address and password that you created when you purchased your multimedia e-book to unlock the Videos.

If you have any trouble with the user-name and password please visit the support desk at <http://www.mysmallbizusupport.com>

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## About The Author

Hi, I'm James Maduk and since 1996 I've been earning a living by selling Information Products and Professional Services online.

The step by step process that I created to run my Online Business gives me a new found personal freedom and lifestyle that I'd like to share with you.

Do you want to learn the same techniques I use to create profit pulling web sites and enjoy the free time and extra cash that comes with owning a successful web business?

- How To Set Up Your Online Business The Right Way – When You Start
- How To Create, Publish and Sell Information Products Online
- How To Generate A Steady Stream Of Targeted Web Traffic From Your Online and Offline Marketing
- How To Write Compelling Web Copy That Turns Browsers Into Buyers
- Plus Links To All The Tools and Resources You Need To Succeed

## James' Brings Together Everything You Need...

He's created MySmallBizU – a learning portal packed with the information, resources, services and tools that any Independent Professional or Service business needs to sell online. Learn today from over 1000 training Videos, Live TeleClasses and Webinars.

### Use The Right Tools To Automate Your Online Business

[MySmallBiz Web Hosting](#) and [MySmallBiz Email Marketing](#) can save you time and money! Hosting, Domain Registrations, Dedicated Servers and the most advanced e-business shopping cart available make any small business a winner online.

### Get Started Today

Whether your company is a one person show or part of a growing corporation, All of my materials include relevant, easy to follow tips, tricks, secrets and techniques that will help you profit online. Learn from my 20 years of sales and marketing experience, the 1000 training videos I've created, the 42 e-books I've written or the articles that I write for magazines like Entrepreneur, Small Business, and Small Office – Home Office.

## Disclaimer

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You are free to distribute this multimedia ebook, in fact I encourage it!

The publisher nor author assumes any responsibility for errors, omissions or interpretation of the use of the subject matter contained. This multimedia ebook contains the opinions and ideas of the author and is intended for informational purposes only.

Neither the author nor publisher shall be held liable for any loss or other damages resulting from this publication.

This ebook is the result of over 20 years as a speaker, trainer, author and 23 years of sales trial and error.

I've made every attempt to include the most current and up to date sales information. I'm relaying the most current published information and my experience.

While the text may remain static, I update the whiteboard and audio portion of this multimedia e-book on a continuing basis.

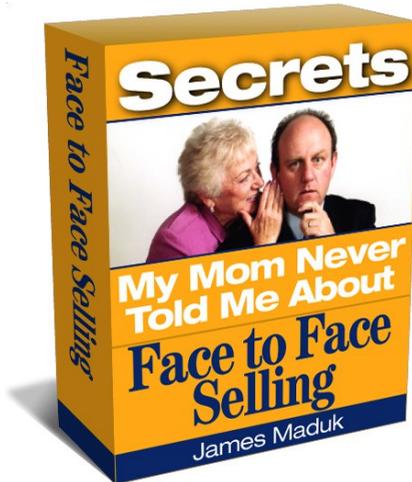
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## The Fastest Way To Sell When You're Face To Face!

**You're About To Find Out How James Maduk's Powerful SPEED System Gives You An Unfair Advantage In Any Selling Situation!**



I've got good news and bad news for you...

### **First, the bad news:**

**FACT:** In a typical sales encounter, 80% of prospects will say, "No" to your sales offer. During tough economic times, this can reach as high as 90% or even 95%. (I'll bet you already know this from experience, don't you?)

### **But here's the good news:**

You know those rare salespeople who, despite fierce competition, rack up incredible numbers? You know the ones... the economy is bad and theirs is the highest-priced product in the category -- yet they sell and sell and then sell some more.

Rain or shine, they can sell like crazy. They just don't have a slow month, week or even day. And what's more -- they make it look easy. Do you know why? Because it is easy -- if you know how.

### **Now read this very carefully:**

Selling will become easy for you, too, after I help you make a few tiny adjustments in the way you talk to customers.

You'll be able to close a high percentage of your sales easily and without the struggle, frustration and rejection that you've experienced in

the past.

Here's a short story that will make the concept crystal clear for you. It's about an awesome strategy developed by my first sales trainer who, a few years ago, traveled throughout North America selling for the famous Nightingale Conant company.

Before the end of his second year, he was the company's top-selling salesman -- and the recipient of sales prizes and awards galore. He was constantly approached and asked, "How is it that you can sell so much more than everyone else? Please tell us your secret."

**He said it was simple.**

"Make sure that you have made at least one sales call before 9:00 a.m. every work day."

It was almost too simple. But his explanation was that he had formed the habit of doing the one thing that "failures don't like to do."

That one strategy catapulted him to the top of the sales heap.

Here is something else to think about; something you may have thought about before but didn't realize had a name. It's called the Pareto Principle.

It's a principle that was formulated by Dr. Joseph Juran (of total quality management fame) based on the work of Wilfredo Pareto, a nineteenth century economist and sociologist.

The Pareto Principle states that "a small number of causes is responsible for a large percentage of the effect --usually a 20-percent to 80-percent ratio."

I'm sure you've figured out where I'm going with this: 80% of all sales are made by 20% of the salespeople.

When you make it to the top 20%, you'll be earning a very comfortable income. But when you take it up a notch and join the top 20% of the top 20% of sales professionals -- I'll do the math for you: you are now in the top 3% of all salespeople -- you've reached a height few people see.

You are, officially, one of the highest paid people in the world.

How big is the gap between your current income and one of the highest incomes on the planet? Remember... the razors edge.

Your razors edge is nothing more than a marginal improvement to your regular sales process. The key to success is to develop that edge -- because once you develop it, there is no reason why you cannot move rapidly into that coveted top 3% slot.

How can such a marginal improvement give you that kind of boost?

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Because one extra sale equals 10 years' worth of extra income.

Let me explain by way of another short story...

In an effort to increase the sales of its insurance products, a company offered a Caribbean vacation to everyone who met the pre-determined sales quota.

As you can imagine, each November the salespeople sold like crazy and, as a result, a tremendous number of them qualified for two weeks in the sun.

Here's what was interesting about this increase: On average, the salespeople were selling three new clients per week. During the contest period, they sold to four new clients per week.

The company pointed out that just one more sale per week would put all of them in the prize-winning category all year long instead of just in November. This translates into to 10 extra years of income over a 40-year career!

Absolutely astounding, isn't it?

Now, you do the math for your particular industry -- how much more money would you be earning if you had an extra sale per day, per week or per month? How would your life change with that kind of income?

Okay, you're probably saying, "Yeah, but I'd have to work like a slave to make that extra sale."

Wrong.

Let me give you another concrete example:

Born and raised at the famed Calumet Farms, a gelding named "Armed" had purse earnings of \$817,475. He was, in a word, incredible. At the age of 4 he came into his own, winning 10 of 15 starts. And that wasn't his best year! He eventually went on to be named Horse of the Year.

Another horse, which ran the same races as Armed, won about \$75,000. That's a difference of 10 to 1. Does that mean that the Armed was 10 times better than the second horse?

Of course not. In fact, Armed often won by just a nose.

When their records were compared, they found that Armed was only about 3% to 4% faster in time. That difference, however, translated into income that was ten times higher.

This same amazing principle can hold true for you -- you need be only 3% to 4% better than the next sales rep, yet earn 10 times more money. Imagine what would happen if you were 10% or 20% better!

## **What The Speed Selling E-book Covers...**

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### **Here's just a sample of what's in store:**

- An outrageous closing technique that was developed by a team of psychologists at a cost of \$250,000. You can bet your last dollar that your prospect won't be able to resist this!
- A clever trick that will take you only a few minutes to set up beforehand -- but it'll get your customer to close the sale for himself before you even finish your presentation. This is so powerful, it ought to be illegal!
- An easy-to-implement strategy that pulverizes the defenses of even the most unconquerable of prospects. Studies show that this one technique closes a whopping 50% or more of those who might not have otherwise bought the product.
- A way to identify the exact moment your prospect reaches his highest buying temperature -- when he's most likely to buy. This will allow you to put the ball over the fence and stroll easily into home plate with a smile on your face -- and a sale in your pocket.
- A great way to uncover the real reason your prospect isn't buying -- and the exact words you can use to demolish the objection. This psychological mechanism can make you irresistibly powerful both in business and in your personal life.
- A riveting sales presentation that makes closing practically irrelevant. Your prospect will think he's shortchanging himself if he doesn't buy what you're selling. This strategy will allow you to walk in to see your prospect, and walk out with a sale in as few as 5 minutes.
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- A way to master an easy, seemingly innocent -- but lethal -- technique that will zero in on your prospect's defense mechanism and demolish it instantly. This works like a heat-seeking missile destroying enemy bombers.
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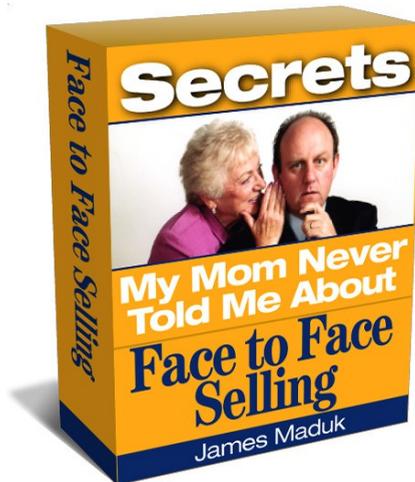
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### **So Lets Get Started**

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## **Video: An Introduction To Persuasion For Entrepreneurs**



**Click Here**  
To Play Video

**Description:** This is the first "SPEED Selling for Entrepreneurs and Small Business Owners" session. Every thing you wanted to know about NON-MANIPULATIVE selling... But were afraid to ask.

**Running Time:** 15 Minutes



### **Other MySmallBiz Resources:**

- [MySmallBizUniversity.com](http://MySmallBizUniversity.com) – [Live Classes and Webinars](#)
- [MySmallBizHosting.com](http://MySmallBizHosting.com) - [\\$10 Web Hosting](#)
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- [MySmallBizMail.com](http://MySmallBizMail.com) – [Our Email Marketing Service](#)
- [MySmallBizShow.com](http://MySmallBizShow.com) – [Internet Radio](#)
- [MySmallBizisMobile.com](http://MySmallBizisMobile.com) – [Take The Mobile Marketing Test](#)
- [MySmallBizVideos.com](http://MySmallBizVideos.com) – [1000 Video Tutorials](#)

## Video: Understanding Why People Really Buy



**Description:** Learn How to Read Your Customers Like A Book. This is the second "SPEED Selling" Session.

Every wondered how people work? What makes them tick, to decide and believe in a doing what's right? Watch this course and you'll learn how!

I introduce the Stickperson and the relationship between personality types, body and thoughts.

I spent a great deal of my early selling career working with some of the greatest sales trainers in the world... What was interesting to me was that they were also some of the best MOTIVATIONAL speakers I had ever heard.

They know how and why people act the way they do.

**Running Time:** 17 Minutes



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- [MySmallBizMail.com](http://MySmallBizMail.com) – [Our Email Marketing Service](#)
- [MySmallBizShow.com](http://MySmallBizShow.com) – [Internet Radio](#)
- [MySmallBizisMobile.com](http://MySmallBizisMobile.com) – [Take The Mobile Marketing Test](#)
- [MySmallBizVideos.com](http://MySmallBizVideos.com) – [1000 Video Tutorials](#)

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## **Video: Expose Your Customers Decision Scale**



**Description:** Learn How to Read Your Customers Like A Book. This is the third "SPEED Selling" Session.

Do you know that most customers never "Decide" to buy what you're selling! In fact most clients will avoid making a decision if given the chance.

We have a personal decision scale that we use every time we have to "weigh" our choices. The question is will your interaction with a prospective buyer require that they consider buying from you?

Find out how the decision scale works in this powerful session.

**Running Time:** 15 Minutes



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- **MySmallBizMail.com** – [Our Email Marketing Service](#)
- **MySmallBizShow.com** – [Internet Radio](#)
- **MySmallBizisMobile.com** – [Take The Mobile Marketing Test](#)
- **MySmallBizVideos.com** – [1000 Video Tutorials](#)

## Video: Influence Tools



**Description:** Psychological Tools Anyone Can Use To Influence prospects and existing clients.

Can you imagine trying to build a house without any tools? How long would it take? What would the house look like?

Building a sale isn't any different except in this case we're going to use psychological tools. These are behavior and thought patterns that we all have. We can learn from Human Nature and good old common sense, find out how in this session.

**Running Time:** 15 Minutes



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## **Video: Simple Non Manipulative Sales Process**



**Description:** What really happens during a sale? Can you connect with your potential customer?

Sales professionals know that creating a strong foundation at the beginning of a sales conversation dramatically improves the chance of a successful outcome.

While it sounds simple, the process of selling can be quickly dropped during the actual interaction with the customer. Wouldn't it be great to have a track to run on, a natural progression of steps that you could use to guide yourself through as you discover if you can help your prospect?

Well here's the process that I use and the track you can run on.

**Running Time:** 15 Minutes



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## **Video: Attention Grabbers For Stubborn Prospects**



**Description:** We've all had them – tough as nails customers who immediately clam up whenever a salesperson comes near them.

What can you do? How can you engage someone who doesn't want to be engaged?

It's easy when you know how. With this video you'll learn an easy way to compel your prospects attention. "Grabbing Your Prospects Attention" means their focused on what YOU have to say.

Study this session and learn this valuable skill.

**Running Time:** 15 Minutes



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## Video: Easy To Ask Questions



**Description:** Want to be a great listener? Learn to ask great questions!

A conversation is always controlled by the questions being asked. These questions can be explicit or implied.

I'm sure you've heard the expression "People Love to Talk about Themselves" before. If that's true this session gives you an easy way to learn about the real person you're trying to help.

Remember your job is to provide a solution to your customers problems. Watch this video and learn simple strategies that will give the prospect a reason to open up to you.

**Running Time:** 15 Minutes



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## Video: Compelled To Buy



### Description: Compelled!

It's a strong word to use, but that's exactly what you'd like your prospects to be when it comes to whipping out their wallets and buying what you're selling.

Have you ever been compelled before, I mean really motivated to do something. I'm not just talking about buying, being compelled is an emotional state that can be induced.

At will! - If you know how.

This session reveals the unique strategies that you can use to create that state. Giving your clients the reasons and feelings that they need before they buy from you.

**Running Time:** 15 Minutes



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## **Video: Close Sales Without Asking**



**Description:** People buy experiences.

So you better learn how to give them the experiences they need – to buy your product or service. This video reveals a really simple three step process that you can use in any part of your sales activities communicate an experience, good or bad!

Remember from earlier sessions we talked about the two levers, pain and pleasure. Here's your chance to give your prospect a taste of what may happen, good or bad if they buy or don't buy from you.

Practice this skill – It's important.

**Running Time:** 15 Minutes



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## Video: This Glue Cements Any Sale



**Description:** Remember the “Crazy Glue” commercials? If you’re old enough you won’t be able to forget the image of the guy hanging on to his construction hat that was stuck with Crazy Glue to the ceiling.

Wouldn’t it be great to have your customers stuck to you?

Looking to you for answers to their problems and referring all of their friends and acquaintances to you.

It’s possible to do this with your clients, if you ask the simple question I reveal in this video.

Don’t forget to do this even when you don’t make a sale!

**Running Time:** 10 Minutes



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## Video: The SPEED Selling Checklist



**Description:** We've covered a lot in the last 12 videos. If you apply just one of the ideas contained in just one of the videos, I'm sure you'll sell more. But think what might happen if you applied all of them.

1. How much more would you sell?
2. How much faster would each sale happen?
3. How many more referrals would you be able to generate?
4. How much faster would your business grow?

Most businesses spend time and money creating processes around every part of their business – except sales!

Watch this video and commit the SPEED Selling process to memory, then form the habit of implementing it in every sales conversation you have.

**Running Time:** 10 Minutes



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## Customer Blueprinting Course Details

### Gain an Unfair Advantage In Any Sales Situation

#### How to Read the Customers Personality Types-- and Influence Them To Buy What You're Selling

Imagine what it would be like if every sales call you had came with a detailed blueprint on how that person wanted to be sold, even if you had never met them before. Imagine if you could read people's minds -- and had the power to motivate, influence and persuade them to agree to practically anything you propose ... what would that be worth to you?



The concept of mind reading has always been irresistible to marketers and salespeople. Why? Obviously, because it plays a major role in generating untold fortunes for the privileged few who know how to use it.

As you read watch and listen to every word of James Maduk's new Multimedia ebook, you will discover advanced psychological tactics that will boggle your mind. You will learn the have access to the secret customer blueprints that give you exact instructions on how to build sales. More importantly you will learn how to dramatically increase the speed at which you sell and increase the value of each sale.

The tactics revealed have been shown to generate avalanches of sales -- virtually unstoppable landslides, in most cases. These psychological blueprints are so powerful that I expect more money to change hands with the clever use of these strategies than with any other selling method.

#### What is Customer Blueprinting - and Is It Ethical?

Customer Blueprinting is a detailed strategy of Mapping "Personality Styles" and nonverbal persuasion skills to influence and persuade during a sales conversation.

The sales psychology of social influence is woven into the very fabric of our society. It has become so prevalent, particularly in the world of sales and marketing, that we often don't even take notice of its influence.

When you use sales psychology like the ones used in the Customer Blueprinting, you build sales conversations smoothly by aligning quickly with people's natural predispositions. This makes it practically effortless for you to generate sales and spells the greatest difference between the ethical forms of persuasion used in marketing, versus its evil stepbrother

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- manipulation, the kind involving covert behavior modification techniques.

The concept of "mind reading" probably conjures up visions of the Mr. Spock using Vulcan Mind Meld in "Star Trek", as he grapples with the person trying to figure out what the other person is thinking. Needless to say, this is not the context of mind reading that I am referring to - and neither is it the kind I would advocate nor promote in the field of sales.

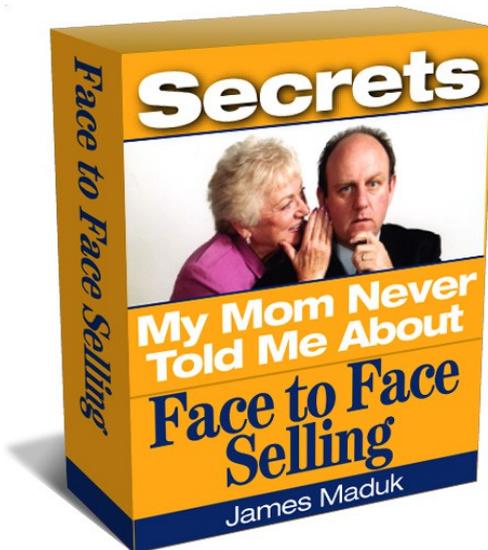
Mind reading, as used ethically in sales and marketing, is simply the process of observing and utilizing natural human tendencies to sidestep the natural defense barriers that are obstacles in the sales process.

In this manner, your prospect is a voluntary and willing participant, and becomes happily involved in a buying decision that you have rendered painless and even enjoyable.

### **Here's The Amazing Part**

You can identify your prospect's buying sequence at the snap of your fingers when you know the secret codes known as "Customer Blueprints". These psychological plans provide a easy to follow "mind map" that tells you exactly how the prospect will buy from you today without any resistance.

Traditional Selling entails the use of sales "scripts" that are both awkward and unnatural. You probably know them all -- dozens of memorized closes, questions rigged with "tie-down" lines that trick the prospect into saying "yes," etc. This traditional selling sequence is contrived, and goes against the natural flow of the prospect. And even when customers buy as a result of these high-pressure tactics, it's not because they want the product but because they are cornered or intimidated into the sale. I don't know about you, but this sales model makes me feel like a con artist after I make a sale.



**Selling with the Use of blueprints:** When you "get into the mind" of your prospect, the sales process becomes a matter of just providing only the specific information in the order and context that your unique prospects requires to buy today. Since you're going with your prospect's natural flow, and using a selling sequence to which your prospect is naturally inclined, you eliminate any resistance. Selling couldn't be easier.

In James' new multimedia ebook "Face To Face Selling" he reveals his startling discovery of how to get into people's minds, eavesdrop on their thoughts, know what they want - and make a fast sale in the process.

### **What it Means to You**

As you learn the secrets that "Customer Blueprinting" reveals, you will begin to see how they can make a dramatic impact on your sales, no matter what your current situation is. It makes absolutely no difference what product or service you sell, what the price point of your product or service is, or whether you sell in person, by phone, by mail or via the Internet. With the strategic use of Customer Blueprinting, you are poised for record-breaking sales.

Customer Blueprints are quite literally a gold mine for marketers and salespeople who know how to unearth the gold. James Maduk has done all the work for you - he has mined the gold, stripped off the debris, and polished it to perfection. Now, the gold is yours to have and use for business, as well as pleasure.

**WARNING:** Use the Blueprints only as directed. Over-use may be absolutely overwhelming. I'm going to give you a little caveat right here -- so listen closely. When you start selling with the use of blueprints,

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your sales results will be so amazing that you won't want to sell any other way. Selling has never been easier, that you won't want to go back to your old way of selling.

**P.S.** Stop and think how much this breakthrough insider information could be worth to you. How much is it worth to you to learn new sales and marketing skills ... the one that will explode your business?

P.S. Frankly, I know nothing that could truly make a significant difference in your net worth than the infusion of my 'Customer Blueprinting' strategies into your current marketing and sales activities.

When you start implementing what you learn in "Face To Face Selling" I am betting you won't be able to put it stop watching. In fact, I'm betting that I couldn't pry it out of your hands if I tried. The "Customer Blueprints" you learn are overflowing with the most mouth-watering secrets you absolutely must have.

Are you beginning to see how the unique sales psychology of "Customer Blueprints" can put you on the cutting-edge of the sales frontier? Now, the only question left to answer is: "How many of the blueprints do you plan to use, and when do you plan to use them?"

What The Face To Face Selling E-book Covers...

Theses powerful secrets make for easy sales success. You get complete access to easy to implement how-to information on identifying the Five Body Forms - Engaging them in a Sales Conversation - Enrolling Them into Your Offer

Qualified Buyers will spill into your sales funnel. Once the process starts there's No Escape. Once you read the blueprint you can build a customer out of any type of sales call. They'll have no choice but to buy now!

Here' exactly what you'll learn:

- 5 Ways to easily Identify Any Buyer type
- Selling Psychology Specific To Your Business
- How To Quickly Identify Why People Will Buy From You Today
- How To Ask 3 Simple Questions That Expose Your Customers Key Values. You'll learn how to develop a Unique Selling Proposition that builds immediate attention and gets your clients hungry to find out more about you.
- 3 Ways to Communicate to Your Customers That Guarantee Your Message Gets Through Make sure what you do is important to whom your communicating with.
- 7 Ways to Build Instant Rapport with Anyone You Meet. How to

multiply your influence, credibility and trust with the kind of people who willingly refer new business to you.

- Learn to Motivate Any Buyer Get people to take action through the all Communication channels -- getting people to pick up the phone, inquire about and buy your services
- Mastering any one of the above could earn you tens of thousands in additional income next year. Not mastering them could return you to the discouragement of the "marketing roller coaster."

I can help you make it happen!

Do you want to get the edge I've been describing? Do you want to achieve a double-digit advantage over other sales professionals and reap immeasurable financial rewards? Then start watching the following videos and I'll **turn you into an unstoppable sales machine.**

It's not hard to see that now is the best time to catapult your business to unprecedented heights. Don't let your competitors beat you to it, or they could use Customer Blueprinting to run you out of business.

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## **Video:Read Your Customers Like A Book**



**Running Time:** 15 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the first "Face To Face" Selling Session.

Yes I can read faces! Yes I can tell what people are like just by looking at them.



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## Video: Personality Types Explained



**Running Time:** 17 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the second "Face To Face" Selling Session.

Yes I can read faces! Yes I can tell what people are like just by looking at them. Watch this course and you'll learn how!

I introduce the Stickperson and the relationship between personality types, body and thoughts.



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## **Video: The Selling Matrix**



**Running Time:** 60 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the third "Face To Face" Selling Session.

Yes I can read faces! Yes I can tell what people are like just by looking at them. Watch this course and you'll learn how!

This session includes a complete matrix of personality types, and body forms. This is the best information you'll find on personality types anywhere.



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## Video: Personality Stereotyping Traps



**Running Time:** 35 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the forth "Face To Face" Selling Session.

Yes I can read faces! Yes I can tell what people are like just buy looking at them. Watch this course and you'll learn how!

This session introduces the idea of conditioned responses....

If you've done any work with traditional personality types, you'll find this idea completes a great blueprint to build sales from.



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## **Video: Create Your Own Customer Blueprint**



**Running Time:** 8 Minutes

**Description:** Learn How to Read Your Customers Like A Book. This is the fifth "Face To Face" Selling Session.

Yes I can read faces! Yes I can tell what people are like just by looking at them. Watch this course and you'll learn how!

This session wraps up all the ideas into a nice easy to remember package. At the end of this session and with a little practice you'll be well on the way to increase sales online and offline.



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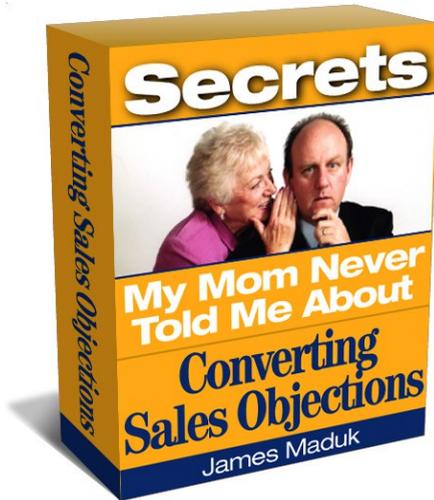
## Handle Any Objection Course

### Ten Steps That Convert Objections Into Sales

I've got good news and bad news for you...

#### First, the bad news:

**FACT: 99%** of the sales calls that you make will come into immediate contact with some form of an "objection". On average 80% of these calls will end right at that moment. During tough economic times, this can reach as high as 90% or even 95%. I'll bet you already know this from experience, don't you?



#### But here's the good news:

You know those rare salespeople who, despite fierce competition, rack up incredible numbers? You know the ones... the economy is bad and theirs is the highest-priced product in the category -- yet they sell and sell and then sell some more.

Rain or shine, they can close deals like crazy. They just don't have a slow month, week or even day. And what's more -- they make it look easy. Do you know why? Because it is easy -- if you know how.

#### Now read this very carefully:

Selling will become easy for you, too, after I help you make a few tiny adjustments to how you deal with your clients sales objections.

You'll be able to close a high percentage of your sales easily and without the struggle, frustration and rejection that you've experienced in the past.

Every exceptional salesperson that I have met, every sales trainer worth their salt, every masterful persuader has had one sales skill that they absolutely never took for granted.

#### That one strategy was based on a simple principle.

Here is something else to think about; something you may have thought about before but didn't realize had a name. It's called the **Pareto Principle**.

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It's a principle that was formulated by Dr. Joseph Juran (of total quality management fame) based on the work of Wilfredo Pareto, a nineteenth century economist and sociologist.

The Pareto Principle states that "a small number of causes is responsible for a large percentage of the effect --usually a 20-percent to 80-percent ratio."

I'm sure you've figured out where I'm going with this: **80% of all sales are made by 20% of the salespeople.**

When you make it to the top 20%, you'll be earning a very comfortable income. But when you take it up a notch and join the top 20% of the top 20% of sales professionals -- I'll do the math for you: you are now in the **top 3% of all salespeople** -- you've reached a height few people see.

*You are, officially, one of the highest paid people in the world.*

How big is the gap between your current income and one of the highest incomes on the planet? Remember... the razors edge.

Your razors edge is nothing more than a **marginal improvement** to your regular sales process. The key to success is to develop that edge -- because once you develop it, there is no reason why you cannot move rapidly into that coveted top 3% slot.

How can such a marginal improvement give you that kind of boost?

**Because one extra sale equals 10 years' worth of extra income.**

Now, you do the math for your particular industry -- how much more money would you be earning if you had an extra sale per day, per week or per month? How would your life change with that kind of income?

Okay, you're probably saying, "Yeah, but I'd have to work like a slave to make that extra sale."

**Wrong.**

This same amazing principle can hold true for you -- you need to be only 3% to 4% better than the next sales rep, yet **earn 10 times more money**. Imagine what would happen if you were 10% or 20% better!

***I can help you make it happen!***

Do you want to get the edge I've been describing? Do you want to achieve a double-digit advantage over other sales professionals and reap immeasurable financial rewards? Then start watching the following videos and I'll **turn you into an unstoppable sales machine.**

**So Lets Get Started!**

## Video: Set The Stage – Steps 1 Thru 5



**Duration:** 25 Minute Whiteboard.

**Description:** STOP HERE! If you miss this section, you've wasted your time and money. Done properly, you'll easily understand how an objection is structured and why your customers even have objections. This section may be the most important thing you can do.

Think about this for a second, you will have chances to sell prospects – it's what you do with those chances that make the difference in you results. Following the steps I lay out over and you'll have a great framework for handling objections up front. They pre-frame objections before they even come up.



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## **Video: Convert The Objection**



**Duration:** 35 Minute Whiteboard.

**Description:** Here you'll find the meat of objection conversion. Master persuaders, follow these steps automatically. It's your job to learn and practice these finishing steps to the sale. Use human psychology to your advantage – practice, practice, practice!

Steps 1-5 can be used to convert objections before they actually happen. Steps 6-10 extend that framework to the point that you should be able to convert "any sales objection" into a sale!



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## Video: Wrapping Up Sales Objections



**Duration:** 6 Minutes

**Description:** As the saying goes, "it's not necessarily what you say; it's how you say it! Here's a quick way to remember all 10 Steps in this follow up session. It includes a small video, and will work best with a high speed connection.



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## Video: Objection or Stall?



**Duration:** 22 Minute Video Slides and Audio.

**Description:** Let's clear up how you can use this new information when you come into contact with your prospects. Once you know how customer blueprinting works, you can start to leverage your strengths, and manage your weaknesses. If you're unsure of how you want to organize your sales calls, this 10 minute session explains why using Customer Blueprinting is the most effective way to improve sales.



### Other MySmallBiz Resources:

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## **Video: Cold Calling Secrets (MP3 File)**

<http://www.jamesmaduk.com/media/ccsecrets.mp3>

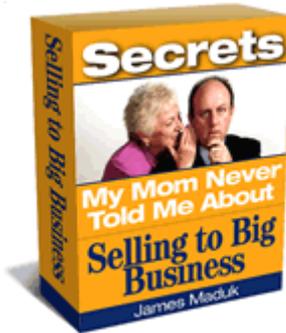


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## Selling to Big Business Course Details



Selling To Big Business Can Be Easy-- when you know HOW AND WHO you should be selling too.

Imagine what it would be like if you could walk into any big company and be directed to the exact person who can make a sales decision in your favor.

Even When Your The Little Guy!

Better Yet - Imagine what it would be like if you could present the exact information the

way it needed to be presented to that key decision maker!

What kind of high margin deals could you put together if you had the chance? What would just one of those big deals mean to your small business?

The concept of selling to big businesses has always been a major hassle for any smaller company or newer salesperson.

Why?

1. It seems almost impossible to get to anyone that actually makes a decision
2. Every sales opportunity gets dragged out for what seems years
3. Objections and Roadblocks pave every sale...

... and finally you're the "little guy"!

Well forget about the hassles you read watch and listen to every word of James Maduk's new Multimedia ebook.

Learn how , why and where you should be selling when you approach any bigger business, or sales opportunities that involve "multiple buyers". Once and for all you'll be able to but an end to the heart ache of wasted time trying to sell to ANY big business.

You will learn the exact instructions on how to sell to big businesses even when you're the little guy.

### Here's Just A Sample Of What's In Store

- An outrageous sales technique that if used properly will immediately grant you access to the REAL decision maker in EVERY sale. You can bet your last dollar that this one step is

worth the price of the small investment!

- A clever tactic that will take you only a few minutes to prepare BEFORE you approach a BIG sales opportunity -- that almost assures you don't get kicked out the door on the first contact with any big prospect. This is so powerful, you might find yourself using this approach on EVERY sales call!
- An easy-to-implement strategy that quickly relieves the non-verbal tension found in any sales conversation. Studies show that this one technique closes a whopping 93% or more of those who might not have otherwise bought the product.
- A way to identify the exact reason your prospect will actually base their decision on. -- and how to isolate the Unique Selling Proposition for them. This will allow you to put the ball over the fence and stroll easily into home plate with a smile on your face -- and a sale in your pocket.
- A great way to avoid getting lumped in with every other potential vendor -- and the exact words you can use to create a Clear Value Proposition. This psychological mechanism can make you irresistibly powerful both in business and in your personal life.
- Four traditional sales tactics to avoid. Your prospect will avoid you like the plague if you pull out these lame traditional sales approaches. The right strategy I'll teach will allow you to engage even the largest of prospects.
- An ingenious way of obtaining a verbal commitment from your prospect to buy your product -- even before you've made your presentation. This defies all logic -- but it works like magic.
- You'll even learn an irresistible tactic that virtually eliminates the need to close the sale because the sale will close itself for you. It's like a ripe apple dropping out of a tree into your hand!

More importantly you will learn how to dramatically increase the speed at which you sell and increase the value of each sale.

The Sell To Big Business video course can generate avalanches of sales -- virtually unstoppable landslides, in most cases.

These easy to follow processes and tactics are so powerful that I expect you'll actually ENJOY selling to big business more often. Especially when you land those juicy commissions!

It's not hard to see that now is the best time to catapult your business to unprecedented heights. Don't let your competitors beat you to it, or they could bag the big fish before you do!

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## **Video: Architect? – Every Big Sale Has One!**



**Running Time:** 30 Minutes

**Description:** Selling To The Architect turns traditional sales techniques into child's play -- and complete changes who you were taught to approach and what you were taught to sell them!

I'm sure you've figured out where I'm going with this: You Can't Sell To A Big Business The Same Way Your Were Taught To Sell an Individual.

### **You'll Learn:**

- The right selling proposition and Big Fat Claim to make for every type of person in every type of company
- How to get your "foot in the right door" and gain instant access to the right decision maker for your opportunity.
- How to get past the voice mail maze and email junk folder...
- Plus Much More!

Start Closing The Big Sales with this fun, easy to watch whiteboard training session that answers these questions and a lot more.



**Other MySmallBiz Resources:**

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## **Video: Gain Access To The Architect!**



**Running Time:** 30 Minutes

**Description:** Cold Calling?

Forget it!

Getting to see the right person is darn near impossible unless you know the secret key that unlocks the corner office.

How to Sell to Big Business give you the key in this video and makes it easy for you to engage and enroll the Big fish in you market.

**You'll Learn:**

- The Secret way to engage the Architect
- Why You Need A Big Fat Claim
- How To Craft Your Claim
- Plus Much More!

Start Closing The Big Sales with this fun, easy to watch whiteboard training session that answers these questions and a lot more.



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## **Video: Persuade and Influence The Architect!**



**Running Time:** 30 Minutes

**Description:** Handling Objections?

Traditional Sales Closing Techniques? No Way – you'll be laughed out of the office.

You've finally got in front of the key decision maker, now what? How do you get them involved in a way that makes the natural conclusion a decision in your favor?

How to Sell to Big Business gives you a track to run on and a special key to build the kind of trust and rapport you need to make a big sale stick.

**You'll Learn:**

- The Secret way to influence the Architect
- How to communicate your advantage
- Plus Much More!

Start Winning The Big Sales with this fun, easy to watch whiteboard training session that answers these questions and a lot more.



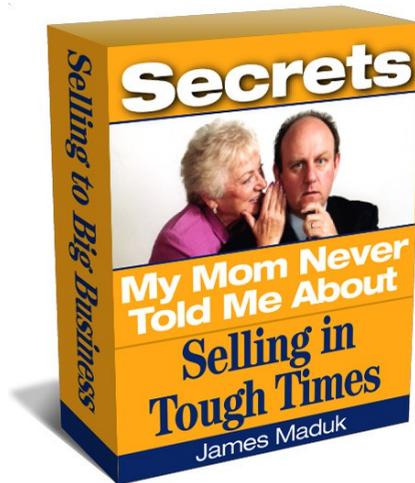
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## Sell In Tough Markets Course Details



### **Selling In Tough Times**

Put Me Face To Face With Any Prospect and I'll Tell You Exactly How They Like To Buy What You Sell!

The Selling In Tough Times Tactics Give You An Unfair Advantage In Any Sale!

How to Sell In Tough Times-- and Influence Cold Prospects To Buy What You're Selling

Imagine what it would be like if every sales call you had came with a detailed blueprint on how that person wanted to be sold, ever in tough times. Imagine if you could read people's minds -- and had the power to motivate, influence and persuade them to agree to practically anything you propose ... what would that be worth to you?

The concept of selling in tough times has always been a major hassle for any company or salesperson.

Why? Obviously, because it plays a major role in keeping your business in the black, even when the economy is in the tank.

As you read watch and listen to every word of James Maduk's new Multimedia ebook, you will discover advanced psychological tactics that will boggle your mind.

You will learn the exact instructions on how to build sales when no one is buying.

More importantly you will learn how to dramatically increase the speed

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at which you sell and increase the value of each sale.

The tactics revealed have been shown to generate avalanches of sales -- virtually unstoppable landslides, in most cases. These psychological blueprints are so powerful that I expect more money to change hands with the clever use of these strategies than with any other selling method.

It's not hard to see that now is the best time to catapult your business to unprecedented heights. Don't let your competitors beat you to it, or they could use Customer Blueprinting to run you out of business. **So Lets Get Started!**

## Video: How To Sell In Tough Times



**Running Time:** 90 Minutes

**Description:** The economy is in the tank... no one is buying. You don't have any good leads.

Sound familiar?

If this describes your current market conditions, you better watch this powerful 90 minute training session that will show you specifically how to take advantage of EVERY sales opportunity.

You'll Learn:

- Tough Times Sales Psychology
- How To Create A Sense Of Urgency In Your Prospects
- 4 Simple Ways To Get Sales Moving Again
- How To Restart Stalled Sales

How To Sell In Tough Times is a fun, easy to watch whiteboard training session that answers these questions and a log more.



**Other MySmallBiz Resources:**

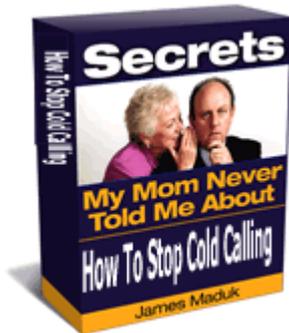
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## How to Build A Lead Factory Course!

Put an end to the outdated, ineffective and time consuming practice of Cold Calling!



How to How To Build A Lead Factory-- and Influence Cold Prospects To Seek Out What You're Selling.

Imagine what it would be like if every sales call you had came with a detailed blueprint on how that person wanted to be sold, ever in tough times. Imagine if you could read people's minds -- and had the power to motivate, influence and persuade them to agree to practically anything you propose ... what would that be worth to you?

The concept of selling in tough times has always been a major hassle for any company or salesperson.

Why? Obviously, because it plays a major role in keeping your business in the black, even when the economy is in the tank.

As you read watch and listen to every word of James Maduk's new Multimedia ebook, you will discover advanced automation tactics that will boggle your mind.

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More importantly you will learn how to dramatically increase the speed at which you sell and increase the value of each sale.

The tactics revealed have been shown to generate avalanches of sales -- virtually unstoppable landslides, in most cases. These psychological blueprints are so powerful that I expect more money to change hands with the clever use of these strategies than with any other selling method.

It's not hard to see that now is the best time to catapult your business to unprecedented heights. Don't let your competitors beat you to it, or they could use a lead factory to run you out of business.

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## **Video: How To How To Build A Lead Factory**



**Running Time:** 39 Minutes

**Description:** Session One - Create Your Own Business Development Center and keep your Sales Funnel Full.

Put an end to marketing dry spells, build your own Lead Factory.

With the idea of the traditional Sales Funnel, we use the metaphor of a funnel (wide at the top, narrow at the bottom) to keep track of who are more qualified sales prospects.

At the top of the funnel you have "unqualified prospects" - the very many people who you think might need your product or service, but to whom you've never spoken. At the bottom of the funnel, many sales and delivery steps later, you have people who have received delivery of your product or service and have paid for it.

The reason a traditional funnel shape is used is because people drop away at each stage of every sales process: For example, many of your unqualified prospects may have existing suppliers with whom they're very satisfied. Others may have needs which other competitors are better-placed to satisfy. Still others may love your products, but not have the budget to buy them.

The video reveals the how the entire sales funnel process works and How you can automate each step.

You'll Learn:

- What A Lead Factory Is
- Why It Fills Your Sales Funnel With Qualified and Ready To Buy Leads
- How To Start Automating Your Lead Generation

How To How To Build A Lead Factory is a fun, easy to watch whiteboard training session that answers these questions and a log more.



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## **Video: Automating Your Timing and Touches**



**Running Time:** 42 Minutes

**Description:** Session Three – Push Pull Marketing and Marketing PR

Push Pull marketing and marketing PR helps keep your name in front of prospective customers automatically.

This is a closed loop system where a sales engine does all the work.

What do you need to make this work? What software, collateral, tools and marketing materials and finally what timing do you need to use to manage all these touches.

At the end of the session you'll be able to develop you own thoughtful process of keeping your sales message in front of your prospective customers in ways that are consistent with proven sales practices...

Automatically!

"You define when and how each touch is sent...then let your sales engine do the rest."

The fifth, sixth, or even seventh prospect contacts historically yield more sales and as your list of prospects grow, so does the need for a process that allows you to maintain your connection to those you have worked so hard to acquire.

The reality is that most sales reps are simply too busy to prospect. Put an end to marketing dry spells, build your own Lead Factory.

How To How To Build A Lead Factory is a fun, easy to watch whiteboard training session that answers these questions and a log more.



**Other MySmallBiz Resources:**

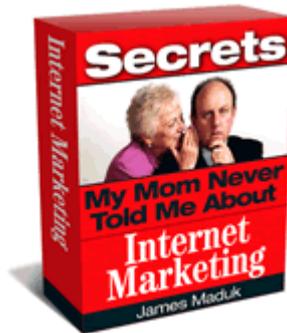
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## Free Bonus Downloads

Download A Free Copy Of The Book That I Use To Run My Business!



James Maduk's "52 Secrets My Mom Never Told Me About Internet Marketing" Learn the 10 Steps To Design, Start, Build and Grow An Online Business That Mean You Can Earn Money Without A Job!"

This powerful manual introduces you to my amazing step-by-step web marketing system.

**Download Your Free Copy...**

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If you are frustrated, confused and bewildered by all the choices available to you. If you want an easy to follow - no hype - approach to building a business online. If you would like real training, real content and real support from a professional trainer and speaker; If you have already started your business and can't get it to the next level; If you would like to create your own products, build a steady stream of traffic and increase your sales and profits, even as much as 856%...without spending a single dime more on advertising and promotional costs, then please download your copy right now!



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Our 7 Day Blueprint Provides All the Steps, Processes and Resources You Need To Get Started The Right Way



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Premium Web Hosting For Small Businesses with easy to follow Hosting Control Panel Videos.



### **How To Start A Newsletter**

Discover why every successful online marketer still publishes their very one online Newsletter!

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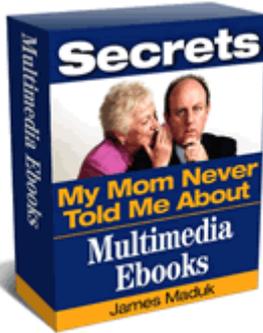
### **How Build Your First Web Site With Frontpage**

HTML challenged Users Learn How To Build Their First Web Site



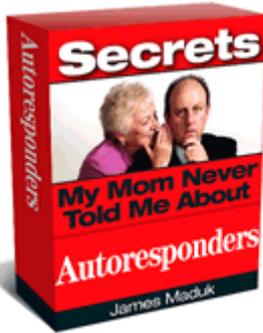
### **No-HTML Drag and Drop Web Site Builder**

Use Your Mouse, Keyboard and Follow the Wizard To Automatically Create Sites Without HTML



### **How To Create and Sell Multimedia Ebooks**

Learn How To Author, Create, Publish and Sell Your Own Audio ebooks or Multimedia ebooks In Only Minutes



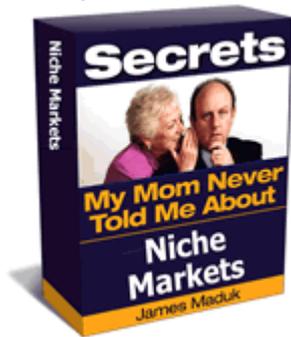
### **How To Write and Use Autoresponder Sequences**

Learn The Secret To Highly Effective, Permission Based Email Marketing Campaigns



### **Press Release Secrets - Targeted Traffic Quick!**

Get your Keywords ranked in Google's top 10 and Create a Buzz Around Your Products and Services



### **How To Pick The Right Niche**

Keywords, Keyword Phrases and LongTail Traffic Are Key To Your Online Business, Learn How To Pick The Right Niche



### **Joint Venture Traffic Secrets**

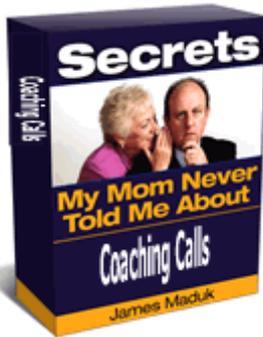
Other Peoples Traffic, Over looked and Under Utilized Traffic Strategies That Work In Any Market



### **Get Ranked First On Google**

Stop Paying For Traffic and Get Your Web Sites Ranked First On Google

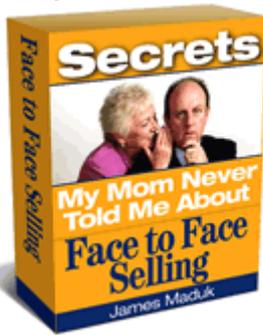
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With James Maduk Take From  
MySmallBiz Coaching Calls and Members



**How To Sell To Big Businesses**  
Follow These Steps And Sell Your Small  
Business Products and Services To Bug  
Business Senior Execs



**52 Products in 52 Days and Persuasion  
Skills For Small Business**  
You can become a selling machine in just  
90 minutes with these easy to follow steps



**Face To Face Selling Skills**  
How to Read the Customers Personality  
Types - and Influence Them To Buy What  
You're Selling



### **Shopping Cart Secrets**

Manage Your Sales and Every Part of Your Business With Easy to Use Feature Packed Ecommerce Software



### **How To Create Instant Products With Camtasia**

Learn The Fastest Way To Create How-To Information Products For Your Customers and Clients



### **Mini Sites and Sales Pages**

Learn How Multiple Minisites That Make The Difference Between Online Success And Failure



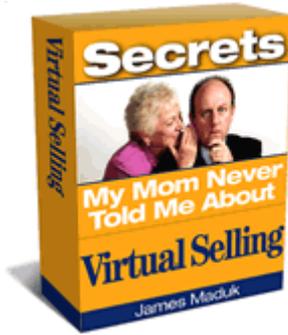
### **Joomla 1.X Membership Sites**

Joomla Membership Sites shows people how to create profit producing sites with or without their own content

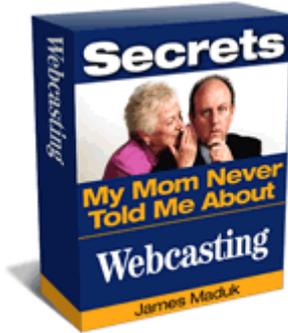
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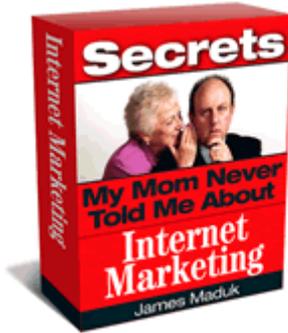
**Social Networking Traffic Secrets**  
Harness The Power of Twitter, Squidoo, Facebook and Social Networks



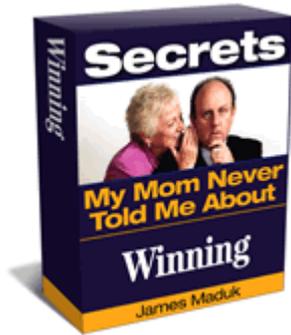
**Virtual Selling Secrets**  
Online Selling Psychology Secrets That Create Killer Sales Pages



**PodCasting Revealed**  
Learn How Blogging and PodCasting Builds Repeat Customers and Targeted Traffic



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### **Guarantee Personal Success**

You'll succeed in your own Home Business. If you follow the Small Simple Steps found in these Videos.



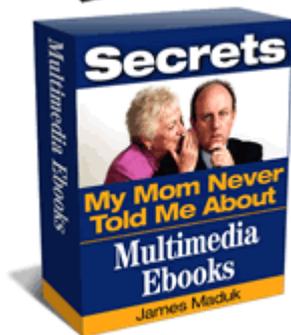
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### **How Build A Big Responsive Email List**

Capture Email Address and Build Big Responsive Email Lists



### **How To Author and Publish Your Own Ebooks For Profit**

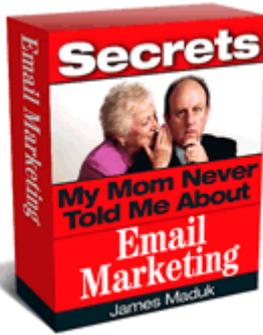
Everything You Need To Know About Authoring and Selling Ebooks Online

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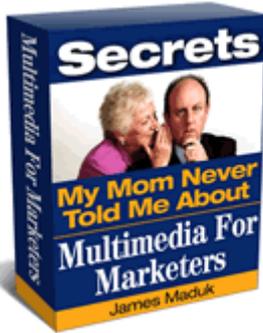
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Learn the Techniques and Strategies For Sending Visitors to Another Website That Make You Money



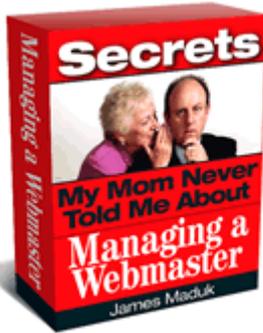
### **How To Sell More - Automatically With Email Marketing**

Create Unlimited Follow-up Message Campaigns Delivered Automatically To Prospects



### **Multi-Media For Marketers**

Google Video and Youtube Marketing Means the Difference Between a Boring OR Successful Product Launch, Sell More With Multimedia

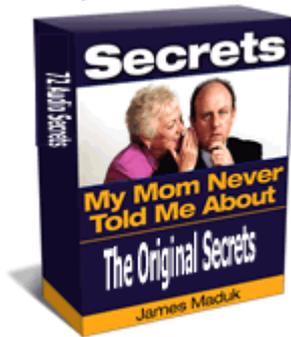


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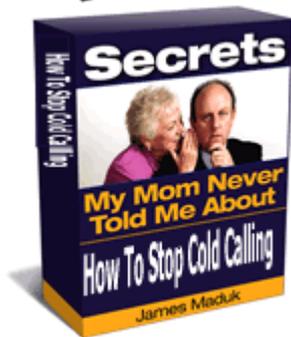
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Create Hi Profit - Hi Demand Info Products and Learn How I Created 52 Products and 52 Days



**52 Secrets My Mom Never Told My About Internet Marketing**  
Download The Workbook and 72 MP3 Files

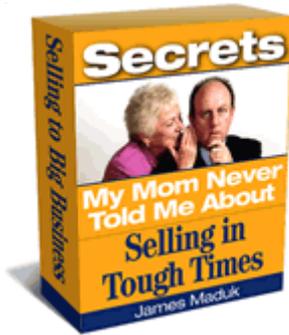


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Online Selling and Ecommerce Tools, Tips and Resources to Take Payments Online



**How To Build A Lead Factory**  
No More Cold Calling - Automate the lead Generation Process and Build Your Very Own Lead Factory

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### **How To Sell In Tough Times**

In a typical sales encounter, 96% of prospects will say, "No" to your sales offer... Learn How To increase your odds



### **How To Handle Any Sale Objection**

Selling Will Become Easy For You When You Learn The 10 Steps That Convert Your Clients Objections



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Listen to the Small Business Heroes Radio Show Archive and Learn From Real Life Small Business Owners



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Learn Timely Tips, Tools, Strategies and Techniques For TeleClasses That Can Benefit Your Business Immediately



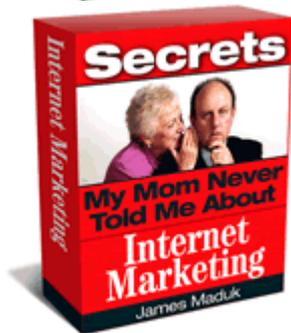
### **Membership Site Secrets**

7 Tips To Creating A Profitable Membership Site With Passive Recurring Income Earn Passive Recurring Income



### **Joomla 1.5 Membership Sites**

Joomla Membership Sites shows people how to create real profit producing membership sites with or without their own content.



### **PPC Traffic Secrets**

How To Use Pay-Per-Click Networks For Instant Targeted Traffic



### **Video Marketing And WebCasting**

Learn How To Broadcast Your Own Events and Market Your Business With Video

Notes area



**WebCopy and Sales Page Secrets**  
Download Salespage Templates and  
Details Web Copy Instructions That  
Convert Visitors Fast



**Offline Marketing Tactics**  
Learn How Offline and Direct To Desktop  
Marketing Increases Sales