

Research. Contact. Use the Internet. and Get Good Leads! Simple and easy Low/No Cost "How to" Technical techniques are in this book. If you're ready to make money using the Internet - this is the book for you.

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***Seven Proven Lead Techniques
for the 21st Century.***

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Preface

So you've started a new sales job, or you've recommitted yourself to the one you have, or even—shiver—you've been told to make some sales OR ELSE!

I figure that's why you bought my book—and most people will fall into one of these three categories.

You probably have this awesome product, service or business that you think everyone should want, right?

You might be new in sales. You're all gung ho, ready to get out there and make some sales—and when you ask your manager: How do I sell this? What does s/he tell you?

“Just go out and talk to people”!

But where do you **GO**, to talk to people? How do you get in their faces? I mean, let's be brutally honest here. If you don't get your name out there, how will people know about you and your product or service? How can you sell them on it?

You might be someone who recommitted to improving your sales history, or are in danger of losing your job due to low sales. You need to ask *why* sales have been so mediocre, or worse—inadequate?

Let's think about it for a minute. Say there are two sales associates in your company: 1) You; and 2) The Other Guy.

You and The Other Guy each get paid the same commission for the same product. You have an equal number of days in your month to sell the same product. You're given the same tools to help you make

your sales. But each month, The Other Guy always outsells you. WHY? Probably because he knows where to go to talk to people!

Isn't it about time you give The Other Guy a run for his money? Learn where to go to talk to people?

By the way, just so you know, this book is NOT a get rich quick scheme. I personally feel there is no such thing. It's a book about becoming successful by working smart AND hard. Get it?

Also, this is NOT about multi-level marketing. This book can help those in multi-level or network marketing, but it is not a book about network marketing. I just know how to make network marketers Successful! :-D

I will not be selling you anything, try to get you to invest your money, or recommend you sign-up anywhere for anything. My book is all about Marketing—not selling—"M-a-r-k-e-t-i-n-g." It's about Total Marketing Transformation. There's a difference.

I will tell you *how* to sell your product, business or service. That's your job. I mean, if you don't know how to sell your product by now, ask your manager for help. That's why they earn the big bucks.

If you want to play around, go get a swing set. If you're ready to work, to work hard and smart, and to start earning what you're worth, then keep reading, apply these techniques and begin *your* Total Marketing Transformation.

Once you're done reading, think about all the techniques. Then thumb through each chapter and pick any one of the techniques that you feel will work best for you. Try it and put it into action.

They're all so easy you can get any one of them (or more, if you want) started or working within 24 hours. NO KIDDING.

If you follow these techniques, you will experience Total Marketing Transformation. Your results will be immediate. If you don't experience immediate results, then maybe sales isn't right for you. And you know what? That's okay. Now you'll know and can move on to something else.

If you practice any of my proven techniques though, you just can't help but WIN! I know this because I've used each and every single one of these techniques myself, successfully, to run a series of successful business, so I know they work.

A couple more words of advice. I personally think you need to believe in your product or service. Once you do, you can stop selling *to* your customers/clients, and actually start *helping them to buy*. Think about it.

Good luck and best wishes to you.

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