

CONFIDENTIAL

Confidential Report Reveals The Missing Link For Small Business Owners That Is Keeping You From The Success You Deserve ...

WARNING :

THE REASON YOU ARE NOT MAKING ENOUGH SALES IN YOUR BUSINESS MAY IN FACT BE YOU!!!!

In this confidential report written for the Attraction Marketing Inner Circle members you are going to discover:

- * Why the biggest THREAT to more clients, extra cash in the bank, and extreme PROFITS may in fact be YOU and your hang ups!
- * How you are scaring your potential CLIENTS away by trying to HARD to get them on board <<< This is priceless information!
- * The biggest mistake you can ever make is thinking your prospective clients are just like you and how this thinking will keep you BROKE
- * What you must fix TODAY to start making more SALES in your business Revealed for the first time – Where to FOCUS your ATTENTION to fix your lack of sales problems.

PLUS – Discover The MAGNETIC POWER OF REVERSE SELLING, Sell-U-Cation Selling, And ... The Hypnotic Sales Process!

**You May Be Tempted To Go And Watch The Video On
'Selling For People Who Hate To Sell' Right Now At ...
www.SellingForSmallBusiness.com
But I Recommend You Read This Report First**

If it is OK with you I am going to spill the beans on how you can make more SALES in your business by getting out of your own way!

If you do watch this first make sure you come back and read this report before you say YES ... you will find out why at the end.

Saturday Afternoon

Dear Friend ...

Actually that is rather presumptuous of me to call you friend ... by the time you have finished reading this report and watching the video above you will either love me ... or you will hate my guts and think I am a total loser!

Either way I am fine with that. Here is why ...

I can't sit back any longer and bite my tongue in order to keep people happy. I am sick and tired of watching small business owners like you struggle to earn even a basic income when you could be prospering in your business.

So I have decided to spill the beans and reveal to you why your business probably sucks right now and you are not making enough money.

The truth is YOU ARE TO BLAME!

What do I mean you are to blame?

Well getting into small business is a bit like having babies ... they let any idiot do it!

Think about all of the millions of people around the world right now about to have, or have just had babies who lack even the basic skills of being an effective parent. Its sad to think about what sort of future those kids will have right?

Well I have news for you ... Small Business is the same ... they let practically any idiot do it!

Think about all of the millions of people in Small Business right now who lack even the most basic skills of being in business ... such as SALES!

Oh no ... Did I just use a FOUR LETTER WORD?

Yep ... And I am going to keep using until it you get it. If you want to be successful in Small Business you must have at least a basic understanding of the sales process and the ability to apply it on a daily basis.

RIGHT NOW I AM GUESSING YOU PROBABLY SUCK AT SALES WHICH IS WHY YOU MAY FEEL COMPELLED TO READ EVERY WORD OF THIS REPORT ...

If you are not making all of the sales you want in your business right now (check your bank balance if you are unsure of this) then you can relax ... by the time we have finished with this report you will know exactly what to do to *get the knowledge and skills you need to start making sales*.

But first ... here is why you are struggling with making sales ...

You Have Hang Ups About SALES ...

I am willing to bet my next door neighbours life that if you are not making all the sales you need to be making in your business right now that you have serious UNCONSCIOUS HANG UPS ABOUT SELLING!

Come on ... admit it ... you don't want to be seen as this guy right?



You know what I mean ... you don't want to come across PUSHY, rude, arrogant or even obnoxious to your target market. After all you want them to like you and not loathe you ... true?

Besides, you remember what your parents told you years ago right?

NEVER TRUST A SALESMAN!

That was good advise whin the past ... well at least until you decided to get into Small Business.

Now those UNCONSIIOUS BELIEFS about what it means to be good at sales may be the very thing that will keep you frustrated, struggling and broke as a Small Business owner.

Until you shift your perception about what it means to be good at sales you will remain stuck right where you are in your business. Hey if you like where you are at right now then thats fine (no point reading any further though).

If however you want to grow your business by acquiring more clients, increasing your cash flow and pumping up your PROFITS then you have to accept one fundamental truth of being a small business owner ... that thruth is this ... *you must become a good salesperson to achieve the success you DESIRE.*

Here is why ...

Success In Small Business Is 80% Sales & Marketing

You want to imprint that truth into your MIND starting today! When you accept this as the true path to greater business success, and acuire the skills you need to be better at sales and marketing, then everything in your business will change for you!

If you continue to allow your old beliefs and thoughts about sales to hold you back then you will remain stuck right where you are in your business. Great news is ... you get to choose. If you are smart and ready to move your business forward then you know that the only thing to do is to make a positive decision right now to get new skills and training on how to be great at selling your product or service.

BONUS ... In a moment I will give you access to a link to a 47 minute FREE video training that will dramatically improve your sales skills. Plus it will show you how to access all of the knowledge and skills you need to turn you into a successful business owner!

Shortly I will give you access to a FREE video training which talks about a new approach to selling. The approach is designed to have your prospective clients sell themselves on wanting to work with you.

Imagine that for a moment ... just think how powerful it would be to have all of your prospective clients basically come to you pre-sold on wanting to work with you. They have already sold themselves on being your client and ... they will even try and sell you on why you should take them on board as a client.

That is the power of what I am going to share with you. What is really exciting is that these new sales skills are easy to learn and can be implemented instantly into your business for immediate results.

What is really important for you to understand right now though is the difference between ...

PUSH SELLING VS PULL SELLING

I am going to take a wild guess here and suggest that the reason you don't like to sell right now (or are no good at it) is because the only model of sales you know of is what I call PUSH Selling.

Push Selling is our friend from a few pages back ... you know the cheesy rude, arrogant, obnoxious PUSHY SALESPERSON who you and everyone you know can't stand!

Push Selling is where you get a list of suspects who don't know you from Adam ... and you pick up the phone and start Cold Calling. Its enough to make you puke just at the thought of it!

Push Selling is trying to close people who are basically NOT INTERESTED in what you are selling on making an appointment to meet with you. When you get there they are defensive, uptight, cynical and have that 'prove it to me' look with their arms folded. NOTE: Basically they are thinking to themselves how fast can I get rid of this person.

Push Selling is where you then launch into a pitch about how wonderful your company is and why they should buy your product or service.

Push Selling is trying to use any one of the 37 different closes you learnt from Top Hopkins 'How To Master The Art Of Selling Anything To Anyone' to get them to say YES even though you know they don't want, need or desire your product or service.

Push Selling is them then giving you objections (because they are too polite to tell you to piss off) and you trying to overcome these objections.

Push Selling is you leaving with them saying they will think it over which of course they never do, and you then stalking them (I mean following them up) for the next three months until you get sick of it and decide you need to repeat the whole process again.

Push Selling is basically where you are an annoying PUSHY pain the ass!

Well its no wonder you do not want to be this person, right?

What if there was a better way?

What if you could completely REVERSE the selling model so that:

- Your prospective clients qualify themselves
- They educate themselves about you and your product / service
- They build their DESIRE for your product / service
- They SELL THEMSELVES on wanting to work with you
- They approach you <<< No Cold Calling
- They try and sell you on why you should accept them as a client
- They overcome their own objections
- They ask you how they can go ahead and give you money (Ie they close themselves)

If it is possible to have your prospective clients come to you PRE-SOLD on working with you then you would want to know about it and apply those skills ... wouldn't you?

Well welcome to my world!

This is what I call PULL Selling and as I said ... it is the complete reverse of the push model that you probably hate.

With the PULL model of selling you are in a very different position ... you are respected, desired and sought after which is the position you want to be in.

So right now your mind is probably going crazy with possibility!

This new model of selling could be the very thing that could turn your business around and lead you from failure to great success ... all you need to do is to acquire the skills and knowledge you need and apply it. I should remind you that applying this new model is actually a lot easier to do than it is to explain.

Let me introduce you to three concepts that come directly from this PULL Sales Model I keep talking about so you can see for yourself just how powerful it is:

Concept 1 – Magnetic Power Of Reverse Selling

Most small business owners cost themselves sales because they try to hard to get a sale. What you want to do instead is build the DESIRE for the solution you provide BUT make the solution largely unavailable or scarce.

People always want what they can't have even more when they know they can't have it.

This has often been referred to as take away selling.

The basic concept is this ... instead of trying to sell them harder, right at the point where you might have normally tried to close them (which is what they are expecting) you take it away by making it unavailable.

This drives your prospective clients absolutely crazy.

Using this one concept I have had clients go into sales mode of their own and give me twenty plus minute sales presentations on why I should take them on as a client. In other words ... not only do they close themselves they start trying to close me.

This is a magic position to be in and I am going to teach you more about it on the FREE video training I have prepared for you (more on that in a moment)

Concept 2 – Sell-U-Cation Model

Our next concept is about having your prospective client come to you PRE-SOLD on you and wanting to work with you. Imagine having every prospect you spoke to already sold on you.

This involves creating an environment where they are able to sell themselves.

The easiest and fastest way to do this is to provide valuable information about the SOLUTION they are looking for to their PROBLEM ... and give it away for FREE!

You see most people have a fear of being sold to ... so it holds them back from approaching you.

If you provide them with lots of free valuable information first then they get to know you, like you and trust you long before they get to speak to you. When they finally do get to speak to you it is because they have come to you and are ready to do business with you.

Great news is ... your competitors are probably not smart enough to do this.

Let me explain it in more detail for you in the FREE video training we have ready for you.

Concept 3 – Hypnotic Sales Process

If you get nothing else from this report get this ... people buy on EMOTION and justify with LOGIC. The decision to buy usually occurs at a level below consciousness. If you structure your sales presentation based on this knowledge then you can sell to their UNCONSCIOUS mind and become far more influential and persuasive.

This may be a controversial subject and I don't want to go into this any more in this report (accept to say that the Hypnotic Sales Process is extremely powerful and should only be used with the right intentions) ... but I will share more on this with you in the FREE training video.

I promise you this ... when you learn and apply just these three simple concepts you can start to bring on board more clients than you can handle. When you commit yourself to learning all of the ideas I have on PULL Selling then you can accelerate the growth and success of your business.

On the next page I will tell you more about the FREE video training I have prepared for you ...

Okay I confess I told you about it on the second page of this report ...

Now be honest ... did you go and sneak a peek at that link before you finished reading this report?

If you are like the vast majority of people I would say it is almost certain you clicked the link just to see what it was ... your curiosity got the better of you right?

95% of the people who read this report will have clicked the link and here is why ...

I used the power of Hypnotic Suggestion to tell you to look at it. This was done at an Unconscious level even though at a conscious level I was telling you not to look at it.

Here is what I said again ...

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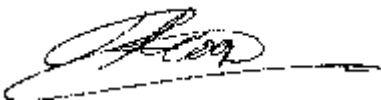
Notice the words ... 'Go And Watch The Video On Selling For People Who Hate To Sell Right Now'?

This is what we call an embedded command ... it is the use of positive hypnotic suggestion.

Now many people feel guilty if they go and peek so the handwritten text is designed to make it okay in your mind if you did go and look.

This is just a small example of what you will learn in our FREE training video. So please go and watch the video now and I promise you it will reveal path forward for you to gain all of the skills and knowledge you know you need to.

Here's to your success.



Rod Moore



PS ... Only a fool keeps repeating the same mistakes expecting a different outcome. If you know you suck at sales then at least watch the FREE video right now at <http://www.SellingForSmallBusiness.com>