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SURF'S UP!

Dear Patrick,

If you've never had the experience of paddling out into the ocean and facing some strong waves, I encourage you to give it a try. As a southern California native, I grew up near the ocean and had many "awesome dude" experiences. And a few notable wipeouts!

What I didn't realize at the time were the lessons I was learning about business, marketing, and salesmanship.

To fully experience the thrill of surfing, you need to catch the wave at the precise time. This means you have to be in the right place, at the right time, with the right equipment. It also means you better be trained to handle the explosive force of that wave, or you will "wipe out." If you enter the wave too early, you will miss the surge. If you catch it too late, it will just bury you underwater. But if you drop into the slot at the right time, that wave will lift you up and you'll have the ride of your life!

Today's economy is like a huge wave that is forming on the horizon. It's about 7 sets out in the ocean, and it will be a monster when it arrives. If you've been reading the economic news and forecasts (e.g. [Trends Magazine, June 2009](#)) you know that the economy is poised for a big rebound in the next few months. Is your company ready to take advantage of the opportunity? Are you trained to handle the huge wave of hungry consumers with pent-up demand?

Today's issue contains 7 Guaranteed Ways to Triple your Sales Results. Are you ready to CATCH THE WAVE?

Read on...

AND: Don't forget to scroll to the end of this newsletter to learn about a special offer exclusively for my subscribers!

SHUT UP AND LISTEN!

Most salespeople do a good job explaining their product features, and many can also describe the benefits. But almost every salesperson can stand a dose of SILENCE. To do this requires that you stop talking and learn to listen. It is amazing what your prospect will tell you if you're willing to listen.



Given the right set of questions, a willing ear and an easygoing manner, you can learn practically everything you need to know about your prospects' business. Many times, they will specifically tell you how to sell your product to them, and coach you on what to say.

Don't believe me? Then you're simply NOT LISTENING.

I remember having a pleasant lunch with an oil company executive. Over a salad, he paused, leaned forward, and whispered to me "in confidence" exactly what I needed to propose, who I needed to grease the wheels with, and who had final signature authority. He explained what was most valuable about my product, and told me how to sell it to his company!

This experience has happened to me hundreds of times with hundreds of prospective customers. And it happens because I have learned to LISTEN and in so doing I make the prospect feel that what they have to say is important and valuable. We all love to talk about ourselves, but we also love to talk about our businesses. Try listening for a change!

DON'T WASTE TIME ON THE WRONG PEOPLE

80% of you can save a tremendous amount of wasted motion by going over your prospect list RIGHT NOW and deleting the lower 20%.

Salespeople are filled with pride and ego, like everyone else, and they do not want to admit defeat. They also know that persistence is key to making a sale, so they proceed to make another big mistake: hanging on to the turkeys.

You know what I'm talking about! If it takes the normal prospect 3 calls and one month to decide to purchase your service, then why are you hanging on to all those turkeys in your pipeline who have wasted 6 months of your time? Cut them loose, delete them. Better yet, recommend that they go down the street and begin talking with your competition! Let them waste their time!

Sometimes it's hard to decide whether your prospect should remain on your call list or if it's time to cut them loose. This is where you can get a second opinion from a co-worker or even your manager. Try explaining to them why you are convinced that Prospect X will close, and by when. If you begin trying to convince yourself, if it becomes hard to justify, then your decision is obvious.

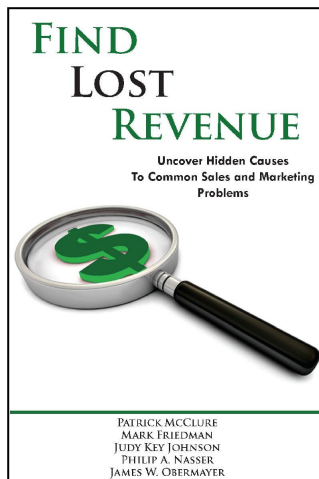
Remember the easiest sale you ever had? Your prospect was qualified, eager, motivated, and the sale happened smooth as silk. Find some more prospects just like him! Don't waste time on prospects that will never buy in a thousand years! Find someone who needs and wants your product today!

You've just completed reading 2 of the 7 Guaranteed ways to Triple your Sales. To read the entire article, and find out the other 5 critical sales lessons, please click on [Connexia Group](#) and download the full report.

Here's to YOUR Success!



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If you're like 97% of your fellow business executives, you struggle to understand the problems you're faced with in Sales and Marketing. Why, exactly, is it so difficult to manage a sales force? Why can't you just hire the right people, assign a reasonable budget, give them a good bonus package and then just kick back and watch your revenues soar?? What's so difficult about that?

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