

Do I Need to Do Any Personal Selling?

Okay, so let me start off by telling you that my first business was a pretty big failure. I managed to effortlessly drill that business into the ground, it came very natural to me and I really put it down to the fact that I was just useless at pushy sales, cold calling, that kind of thing. I came from a Real Estate Agency background and I thought I could sell but when it came to cold calling and pushy selling I didn't quite make the grade. And not only that, it's something that I didn't really enjoy nor did I want to do.

So let me tell you -and the reason I start off by telling you this, is that if you're worried about having to do selling, maybe you just don't want to have to sell, or you think you're going to have to learn skills like cold calling or chasing somebody's business models; where you need to sell to friends and family, well you're not going to get any of that advice here. Jay and I are extremely committed to teaching people the new way of selling known as attraction marketing. In our industry now and the way that it works in terms of the theory behind it, is that what we do is set systems up to provide massive amounts of value up front on an automated basis so that people can always make an informed buying decision before they buy something. And they don't need any convincing whatsoever. And one of the things that our students really appreciate about this is that we actually teach them how to build any business that they want with this attraction marketing training that we provide.

On top of that, our existing products and services that you have the option to be affiliates for, have the system set up. So in other words, we have various products and services that you can actually go out and market that have systems set up to deliver massive amounts of value to potential prospects or customers. And as a result they're gonna' make a commitment or a decision to buy something based on that experience. And I'll tell you this, I really believe the future of selling is understanding attraction marketing, understanding how to deliver value up front and I'll tell you the best thing about it is that it can be done on an automatic basis so you're not on the phone all day. You're not cold calling people, you're not chasing people, you're not doing conference calls, three way calls, trying to pitch your products and services to friends and family, any of that; it is not necessary at all. I think that we really have an education and business system that will blow you away when you see what can be done on an automatic basis 24/7, 365 days a year- all around the world- it's pretty impressive.