

# SELLING CONFIDENTIAL

## Ben Franklin's Little Known Scientific Formula Improves Selling Skills 52%

**ATTITUDE**  
Define what you want and go after it  
Ben Franklin's little known scientific formula improves selling skills 52%

**CONFIDENCE**  
Remove restrictions and limitations  
Ben Franklin's little known scientific formula improves selling skills 52%

**PRESENTING**  
Give reasons why they should buy  
Ben Franklin's little known scientific formula improves selling skills 52%

**RESPECT**  
Earn respect by being an expert  
Ben Franklin's little known scientific formula improves selling skills 52%

**PERSISTENCE**  
Keep going and never give up  
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**OBJECTIONS**  
Remove every roadblock to the sale  
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**SERVICE**  
Help customers build their business  
Ben Franklin's little known scientific formula improves selling skills 52%

**PLANNING**  
To get big results set big goals  
Ben Franklin's little known scientific formula improves selling skills 52%

**CLOSING**  
Ask for the order and get paid  
Ben Franklin's little known scientific formula improves selling skills 52%

**URGENCY**  
Be enthusiastic get things done now  
Ben Franklin's little known scientific formula improves selling skills 52%

**QUESTIONS**  
Ask questions that make the sale  
Ben Franklin's little known scientific formula improves selling skills 52%

**FOLLOW UP**  
Remove all hope for competitors  
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**ATTENTION**  
Make irresistible compelling offers  
Ben Franklin's little known scientific formula improves selling skills 52%

Bob Oros

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**Over 70% of the training you or your staff invest in is never implemented.**

*"Nearly 70% of training aimed at achieving business change do not fully meet their objectives." IBM*

*"The brutal fact is that 70% of all change initiatives fail."*  
**Harvard Business Review**

This program addresses the problem head on. It takes advantage of Benjamin Franklin's little known scientifically proven system and applies it to improving the skills of your sales team. Ben Franklin created the most effective system for self improvement ever invented. This system is responsible for making him the first self made millionaire in the American Colonies and one of the Founding Fathers of the United States. Ben Franklin wrote more about this system for learning in his autobiography than any other topic and credits all his success to this method for self improvement.



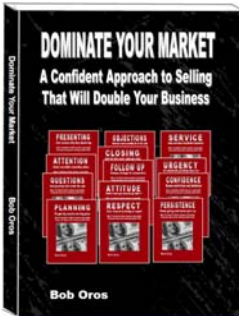
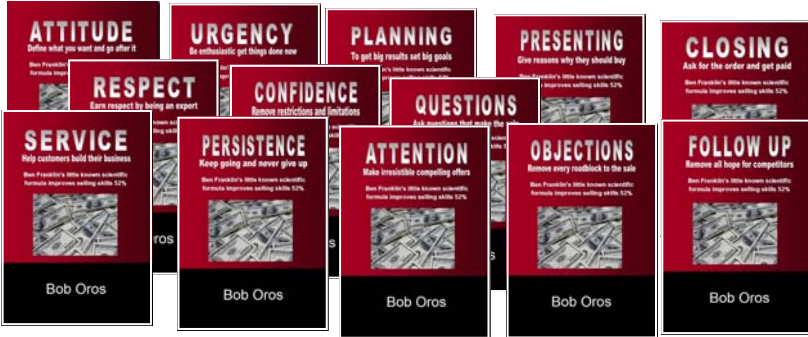
**Here's how it works.** By focusing on one skill per week and improving it just 4%, you will have an overall improvement of 52% in 13 weeks. Those are results most people only dream about.

The course is based on a 13 week cycle. If you are doing it as a team, a new sales person can enter the course at any one of the modules. They can continue until they have internalized and practiced each principle. There is no "start" or "finish" because improving selling skills is an ongoing process, not just a one time event.

**John D. Rockefeller Sr.** once said: *"The ability to persuade people is as purchasable a commodity as sugar or coffee and I will pay more for that ability than for any other under the sun."*



You can buy the 300 page book or eBook **"Selling Confidential"** that has the complete content of all 13 skills. You can also buy the 13 individual hardcopy books. These 2 options are designed for the person who wants to take maximum advantage of the course to get the best results.



You can buy the 150 page book or eBook **"Dominate Your Market"** that has 3 topics on each skill. This is designed for sales people who want quick results by attacking all 13 skills at once. Each of the 13 books are also available as eBooks that can be purchased separately. They are available in various formats for reading on your Smartphone.

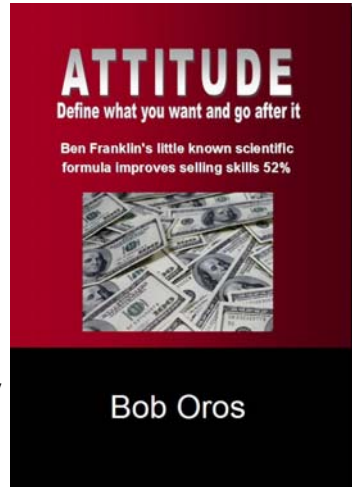
**STEP 1:** Order your personal copy of **Selling Confidential** right now and see for yourself the potential of this program.

**STEP 2:** Order a copy of **Selling Confidential** (or a complete set) for each member of your sales team, read one book or chapter each week for 13 weeks and discuss the topics in your weekly sales meetings. Watch your sales take off!

## Week 1 Attitude...

**Define what you want and go after it.**

Being aggressive means moving towards what you want with the Right Mental Attitude and taking for granted that you will get it. You will have a clearly defined objective and you will be automatically moving toward it. Any problems or obstacles you encounter will be welcomed as opportunities.



### Contents of ATTITUDE

1. **Death Valley:** *You will learn what you have in common with the gold seekers during the California Gold Rush.*
2. **Why so many fail:** *You will discover why so many people come into selling and after a year or two they are gone?*
3. **Review your success:** *How to duplicate a principle used by some of the most successful companies of all time.*
4. **Goal setting:** *How to see all the possibilities and opportunities that are open to you.*
5. **Fork in the road:** *Use this powerful closing technique on yourself and see how easy it is to make the right decision.*
6. **Customers aren't buying:** *The problem is, customers are buying, they are just not buying from you! Let's fix it.*
7. **Tough time for a new rep:** *Is it a tough time for new sales people, or are they free from past mistakes and failures?*
8. **Running Scared:** *Your customers are under attack from your competitors - don't let it dampen your enthusiasm.*

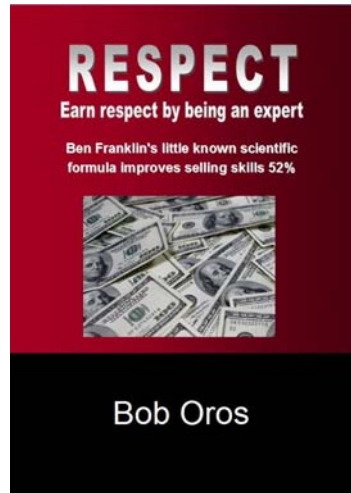
## Week 2 Respect...

### Step out of the comfort zone.

You will learn how to earn the respect and trust of your customers by being an expert in your business. You will discover how to always be on the lookout for new ideas, new information and new products that will help your customers grow their business.

### Contents of RESPECT

1. **One good reason:** *You will learn the most important key that makes customers lean forward and ask for more.*
2. **Product Knowledge is Important:** *You will discover what buyers base their decision on when choosing a sales person.*
3. **Points of difference:** *You will learn the one crystal clear definition of what your job as really is.*
4. **I need business NOW:** *Trying to skip the most important ingredient in sales is a huge mistake many sales people make.*
5. **Guarantee your success:** *Learn and apply this selling concept and your future in sales will be guaranteed.*
6. **Sell loyalty not price:** *When you sell on price, customers are loyal to the price. Learn to make them loyal to you.*
7. **No 2 products are the same:** *When everything looks the same on the surface, how do you make your product different?*
8. **The power of knowing:** *The value of your experience. It is impossible to describe a place you have never been.*



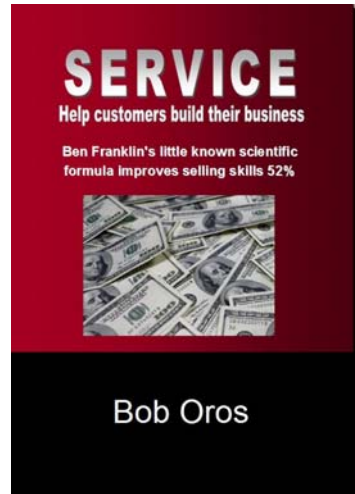
## Week 3 Service...

### Help customers build their business

The improved selling skills of your team will result in more sales, more profits, new customers, better contracts and a level of confidence they never thought possible. If they are not excited about their opportunities and challenges, they are not focused on helping their customers.

### Contents of SERVICE

1. **Key to selling anybody:** *You will KNOW with absolute certainty that you can sell anybody*
2. **Building relationships:** *You will learn what to do or say to make a prospect treat you favorably.*
3. **Why they are out of business:** *Straight from the president gives the reason they shut down and why he was wrong.*
4. **Your customers are smart:** *Use this statement if you want your customer's trust to go through the roof.*
5. **A Faster Horse:** *How Henry Ford could see beyond the obvious, look into the future and see a bigger picture.*
6. **Make more calls:** *A lesson from a marketing test that will show you the value of making enough calls.*
7. **Make the connection:** *If everyone did this it would have a positive effect on the entire economy.*
8. **What goes around:** *The hardest thing for a person to do is face a customer and give them some news they may not want to hear.*



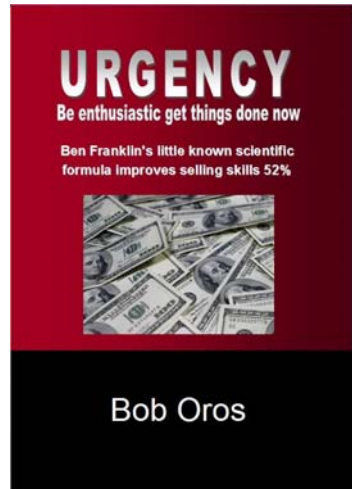
## Week 4 Urgency...

### *Be enthusiastic get things done*

You will learn how to have a sense of urgency that is as fast as a bolt of lightning. When you receive an emergency call from a customer you will discover how to immediately respond with massive action and a whatever-it-takes approach to solve the problem.

### Contents of **URGENCY**

1. **UPOD:** You will learn how to put this powerful technique to work and make a positive impression on your customers.
2. **Get jacked up:** Enthusiasm is contagious and how to infect everyone with a good dose of excitement.
3. **It boils down to this:** The one thing that makes a sales person successful, or one that just gets by.
4. **Is it this simple:** A study conducted on the failure of sales people discovered an amazing fact.
5. **ATNA:** You will learn about how this negative approach gives you advantage over your competitors.
6. **Spectator or doer:** There are two types of people in the world. Here's how to choose which one to be.
7. **Why motivation programs fail:** You will understand what it really takes to stay motivated by doing it yourself.
8. **Responsibility with a time limit:** You will discover why sales has an expected results with a time limit.
9. **Street smart:** A definition you can put in a frame and hang it on the wall of your office.



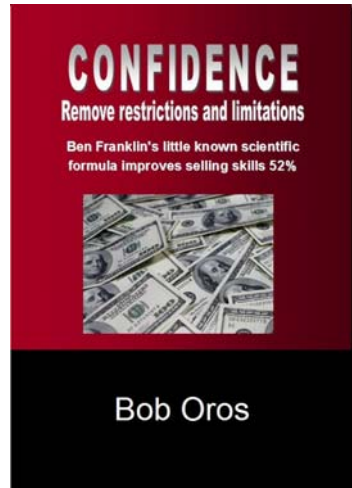
## Week 5 Confidence...

### *Remove restrictions and limitations*

Your confidence will skyrocket when you learn how to remove the self imposed restrictions and limitations that hold people back. Your goal is to become a highly skilled professional. You will discover how to make a total commitment and it will be reflected in every action you take.

### **Contents of CONFIDENCE**

1. **Salty dog syndrome:** *Don't let one negative comment about your product spoil your business.*
2. **Your ONE BIG THING:** *Learn how to stay on course and win the total confidence of your customers.*
3. **The biggest loser:** *The difference between the science of selling and the art of selling.*
4. **How to handle rejection:** *Learn how to handle the biggest problem many sales people face.*
5. **A confident sales team:** *The reason many sales teams see themselves as winners vs. losers.*
6. **Set the stage:** *How to set the stage so you will be in control during every sales presentation.*
7. **Which statements are true:** *Five misconceptions that make it difficult to succeed in a sales career.*





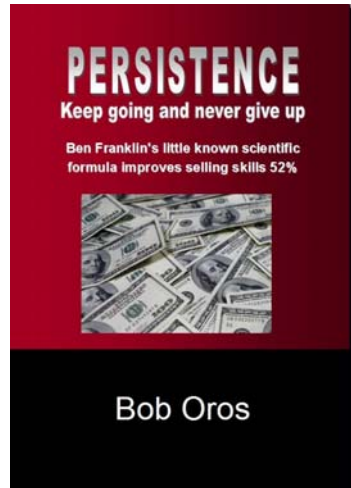
## Week 6 Persistence...

### *Keep going and never give up*

Your persistence will come from being committed to your goals and your willingness to keep going when everyone else would give up. You will learn how to face an impossible task and not let it stop you, but rather it will bring out the best in you.

### Contents of PERSISTENCE

1. **Secret spice of success:** *You will learn the secret of persistence from one of the most famous people of our time.*
2. **Too much imagination:** *You will see why one of the biggest roadblocks to both success and failure is imagination.*
3. **How to deal with complacency:** *How to take responsibility and be excited about your challenges and opportunities.*
4. **Keeping sharp:** *A lesson from one of the most unused items in your kitchen.*
5. **Take this job:** *What to do when you feel like saying "Take this job and..."*
6. **Believing is seeing:** *How to keep your family and your sales manager believing in you.*
7. **Superstitions:** *Don't let superstitions hold you back.*
8. **Worry your way to success:** *What are you really worried about?*
9. **Nothing stays the same:** *How to embrace change and put it to work for you.*



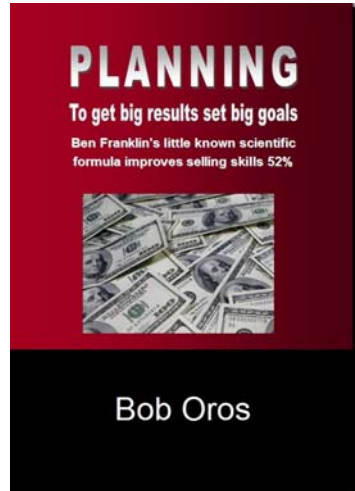
## Week 7 Planning...

### *Get big results by making it an action plan*

You will become a perfect example of a well organized sales professional. Every detail of every sales call will be planned out well in advance. At any given moment during the day you will be able to look at your schedule and be right on track.

### Contents of **PLANNING**

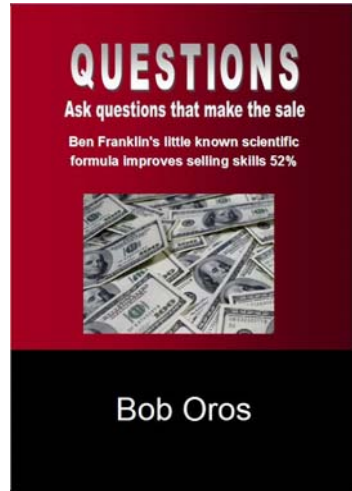
1. **The importance of planning:** *Today you have to sell with "Surgical Precision".*
2. **Remove the "uncertainty":** *How to "spread the risk" by making a sufficient number of presentations.*
3. **How many customers do you need?:** *How marketing strategies can be used to help build your business.*
4. **Write your orders in advance:** *Know what you want, take action and expect to get it.*
5. **Planning your day or week:** *How much time does a successful sales person invest in planning?*
6. **What is the one tool all top sales people use?:** *An airplane is off course 97% of the time!*
7. **What's the point?:** *What should you do to keep your business growing?*
8. **Your built in GPS:** *How to program your own mental GPS.*
9. **Sales clerk or sales professional:** *The 2 types of selling.*



## Week 8 Questions...

### *Ask questions that make the sale*

You will become an expert at not only asking well thought out questions but you will carefully listen to everything your customer says. You will learn to rehearse the questions that get the results you are aiming for, which is building a relationship and becoming an important part of your customer's business.



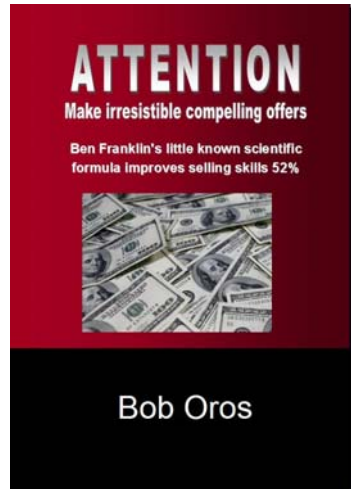
### Contents of QUESTIONS

1. **What are the biggest complaints?:** *Why you should start off by asking a few questions.*
2. **Customers have long memories:** *What to ask early in the sales call.*
3. **What is a History Question?:** *The most powerful question you can possibly ask.*
4. **Did I catch you at a bad time?:** *Is this a good question to ask?*
5. **Ask why:** *Is playing dumb a good technique?*
6. **Seven word phrase:** *These 7 words will make and save you thousands.*
7. **What are the two types of selling:** *Using the wrong approach will cost you the sale.*
8. **Opening new accounts:** *The biggest mistake many sales people make.*
9. **Turn off the cell phone:** *31 complaints customers made about their sales person.*

## Week 9 Attention...

### ***Get attention with an irresistible offer***

Every time you visit a customer you will know what to bring that will really help their business. It could be a very special price on an item, a piece of industry news, an idea that will help their business, or perhaps something personal. You will learn how to make them look forward to your visit.



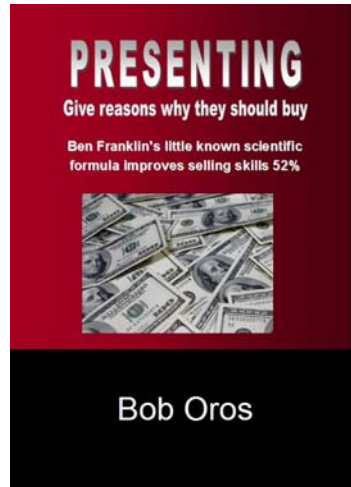
### **Contents of ATTENTION**

1. **Set The Stage:** *What should you do to set the stage?*
2. **Gone in 60 seconds:** *Why most customers lose interest.*
3. **The first minute:** *This is the most important part of the sale.*
4. **Making a cold call:** *How to remove all hesitation?*
5. **Are you interrupting your customer?:** *Keep this in mind.*
6. **I was in the neighborhood:** *Is this a good opening?*
7. **The first 60 seconds:** *How to make them work for you?*
8. **Resisting new ideas:** *How to overcome resistance?*
9. **POS material:** *How to use it properly.*
10. **Using samples:** *Why most people don't use them properly?*
11. **A small gift:** *What are the benefits of giving a gift?*
12. **Industry news:** *How to make use of news.*
13. **Your mental picture:** *What effect does this have?*
14. **Create demand:** *Is it possible to create demand?*

## Week 10 Presenting...

### *Give reasons why they should buy*

Your sales calls will be so much more than just a visit to get an order. You will learn to spend time carefully reviewing the customer's business and meticulously matching your products to their problems. You will give them a well thought out list of "reasons why" you are the best the solution to their problem.



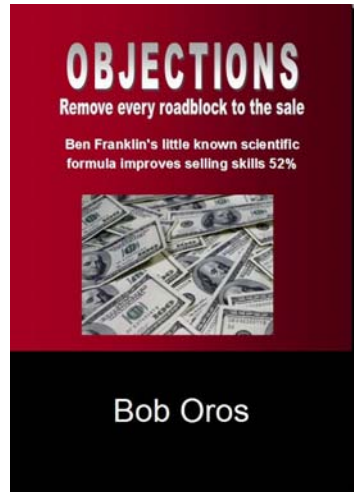
### **Contents of PRESENTING**

1. **Presentations:** *Why are most focused on the wrong thing?*
2. **Most powerful concept:** *Politicians, Travel agencies, Insurance companies & Lawyers all use this concept.*
3. **Credit cards:** *How they sell you on the idea.*
4. **Law enforcement:** *How to use their biggest tool.*
5. **Control over the interview:** *A little known technique.*
6. **Two parts to every presentation:** *Why they are important?*
7. **Prepare the customer:** *Do this before you start.*
8. **Design your presentation:** *What are you really selling?*
9. **Your price:** *What does it tell your customer?*
10. **Never exaggerate:** *It's easy to make this fatal mistake.*
11. **Presenting value vs. price:** *It's easy when you know how.*
12. **Justify your prices:** *Don't lose money by giving discounts.*

## Week 11 Objections...

### *Remove every roadblock to the sale*

You will learn how to carefully remove every objection that a customer presents to you as a reason why they are not interested in buying. This book will show you how to overcome all the objections that have ever been presented from a variety of customers and under numerous conditions.



### **Contents of OBJECTIONS**

1. *How to overcome smoke screen objections.*
2. *How to ask for the price you would like to get.*
3. *A price buyer technique that will cost you money.*
4. *A common mistake about how you view objections.*
5. *How Thomas Edison got 5 times more for an invention.*
6. *What to do when a customer is shocked at your price.*
7. *How to successfully use the higher authority technique.*
8. *Don't get caught in the Good Guy / Bad Guy trap.*
9. *How Abraham Lincoln was able to win every court case.*
10. *How to add value to every product or service you sell.*
11. *Why you should never give your lowest price*
12. *How to get something in return for a price reduction.*
13. *Why you should never be the one to split the difference.*

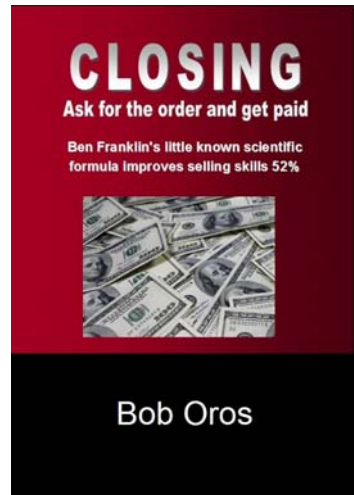
## Week 12 Closing...

### *Ask for the order and get paid*

You will be able to ask for the order in a way that the customer feels good about spending their money with you. You will learn how to steer the sales process towards a predetermined objective that makes it easy for the customer to go forward and make the commitment.

### Contents of CLOSING

1. **Ask for the order:** Many people fear asking for the order and lose out on many opportunities.
2. **How to use these closing techniques:** *Direct close, choice close, choice set up, guarantee close, time advantage, trial close, ask a question close, doorknob close, silent close.*
3. **The truth about closing:** *When a customer has made up their mind that they are going to buy, they buy, they do the closing.*
4. **How you decide:** *You and I like to see ourselves as independent – until it comes time to make a decision.*
5. **Closing on price:** *Only 15 percent of buyers change vendors based on a lower price. When your customer understands the value of your offer, price is seldom the real issue.*
6. **After the close:** *By getting a small commitment first the buyer will start to justify the decision and it becomes easier, not harder, to add on additional items.*
7. **Expect the sale:** *Instead of making the call as a typical sales person, make the call like a consultant would and see the difference.*



## Week 13 Follow up...

### *Remove all hope for competitors*

Your follow up will be done so well that your customer will count on you to take care of every detail. You will learn how to make the process of the sale an enjoyable experience for your customer. Your follow up will start as soon as you make an initial contact over the phone before the actual visit.

### **Contents of FOLLOW UP**

1. **How many sales people follow up:** *Knowing the answer will give you an edge over your competitor.*
2. **Why you lose business:** *25% of customers leave due to this reason.*
3. **What your customers want:** *This simple list of 5 things will help you refocus your sales efforts.*
4. **Techniques for keeping customers:** *Be impressed, any mail today, do they want to see you, be specific, ask for help, ask for advice.*
5. **People always conform:** *How to use this law of human nature to build your sales.*
6. **Personal interests:** *Is showing interest personally in your customer a good idea?*
7. **Important dates:** *How can you use important dates as a tool for following up?*
8. **Your approach to problems:** *How to turn difficult problems into opportunities to showcase your talent.*

