



Meetings with the Masters of Marketing.

An exclusive interview series by Anthony Robbins with the world's leading Internet marketing experts sharing easy-to-apply strategies for making money now.

"The only way to become wealthy is to add more value to people's lives than anyone else is adding."

—Anthony Robbins

Anthony Robbins

THE NEW MONEY MASTERS

Giving Customers the Unbreakable Power of Trust Marketing with Authentic Service.

Business Breakthroughs:
Chet Holmes

"Four Proven Methods to Double Your Sales in 12 Months Flat"

Action Book

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Profile: Chet Holmes

Chet Holmes has worked with over 60 of the Fortune 500 companies as America's top marketing executive, trainer, strategic consultant and motivation expert. He has designed more than 500 advertising campaigns and hundreds of sales systems in various industries.

Chet has identified and developed 12 core competencies that are proven to provide the main structure of truly great companies and has developed more than 50 proprietary methods for implementing these ideas so they can take root and grow. These 12 competencies became the foundation for more than 65 training products now selling in 23 countries.

Chet ran nine divisions of a company for Charlie Munger (on the *Forbes* "Billionaires" list and partner of Warren Buffett) where he doubled the sales volume of each division, most within only 12 to 15 months. He continued strategic growth in several divisions, doubling sales for several years consecutively. Charlie has called Chet "America's greatest sales and marketing executive."

Chet is the author of the best-selling book *The Ultimate Sales Machine*, which is the #1 business book and the #1 sales and marketing book on Amazon. Chet also authored the Business Growth Masters Series (with Jay Abraham), and *Mega Marketing and Sales* and *Guerrilla Marketing Meets Karate Master* (with Jay Levinson).

Industry Week named him "one of the top change experts in the country." *Success Magazine* says, "Chet Holmes breaks sales records wherever he goes." Chet is also noted by Jay Levinson (famed author of *Guerrilla Marketing* and 55 other best-selling books) as "perhaps one of the most prolific creative machines of our time."

With a desire to impact the masses in a positive way, Chet ventured into feature film producing, securing a three-contract deal with Warner Brothers as a producer and writer. Also a karate master, Chet has studied and taught karate for 23 years. Chet is a devoted father and husband, which he calls his "best accomplishment."



From Rags to Riches

Chet did not grow up well off; his father switched jobs, his mother didn't work and there were five children in the family to support. He didn't like not having money, so from a very early age he was driven to try and climb above that.

When he first got into sales, Chet quickly realized that he did not like the way people responded to and treated salespeople. He discovered that if he was able to bring value beyond the product that he was selling, he was able to get more appointments overall and additional meetings with higher-level executives.

When Chet went to work for Charlie Munger (multibillionaire and partner to Warren Buffett), he institutionalized this discovery and turned it into a system that he applied to each division he ran. When Chet joined the company, he didn't start out with all nine divisions; first, he was in charge of just one. Once he doubled the sales in that division, he was given responsibility for two more. When he doubled the sales in those, he got three more and so on until he was responsible for running all nine divisions. He was able to double the sales in one division for three consecutive years, using the techniques outlined in the following pages.

Proven Method #1: Core Story

If you had the chance to get in front of an audience of your best clients and potential clients all at once, what would you say? Most companies aren't ready to answer that question because they don't really have any idea. If you can determine who you are and what your Core Story (also known as a stadium pitch) is, you will have a huge advantage in the marketplace.

Once you have an idea of what you would say, you need to come up with a title. Most people like to use titles that are focused on themselves and their companies, products and services, but remember: Marketing is about your customers' needs. Instead of saying, "Here's why my product is better than anyone else's," say, "How would you like to...?" and stack some of the benefits of what your product, service or company offers.

Once you understand and can present your Core Story, you have to find the audience who will listen.

For steps on how to build your Core Story, see page 19.

There's no one you can't get to if you're determined.

—Chet Holmes

Education-Based Marketing

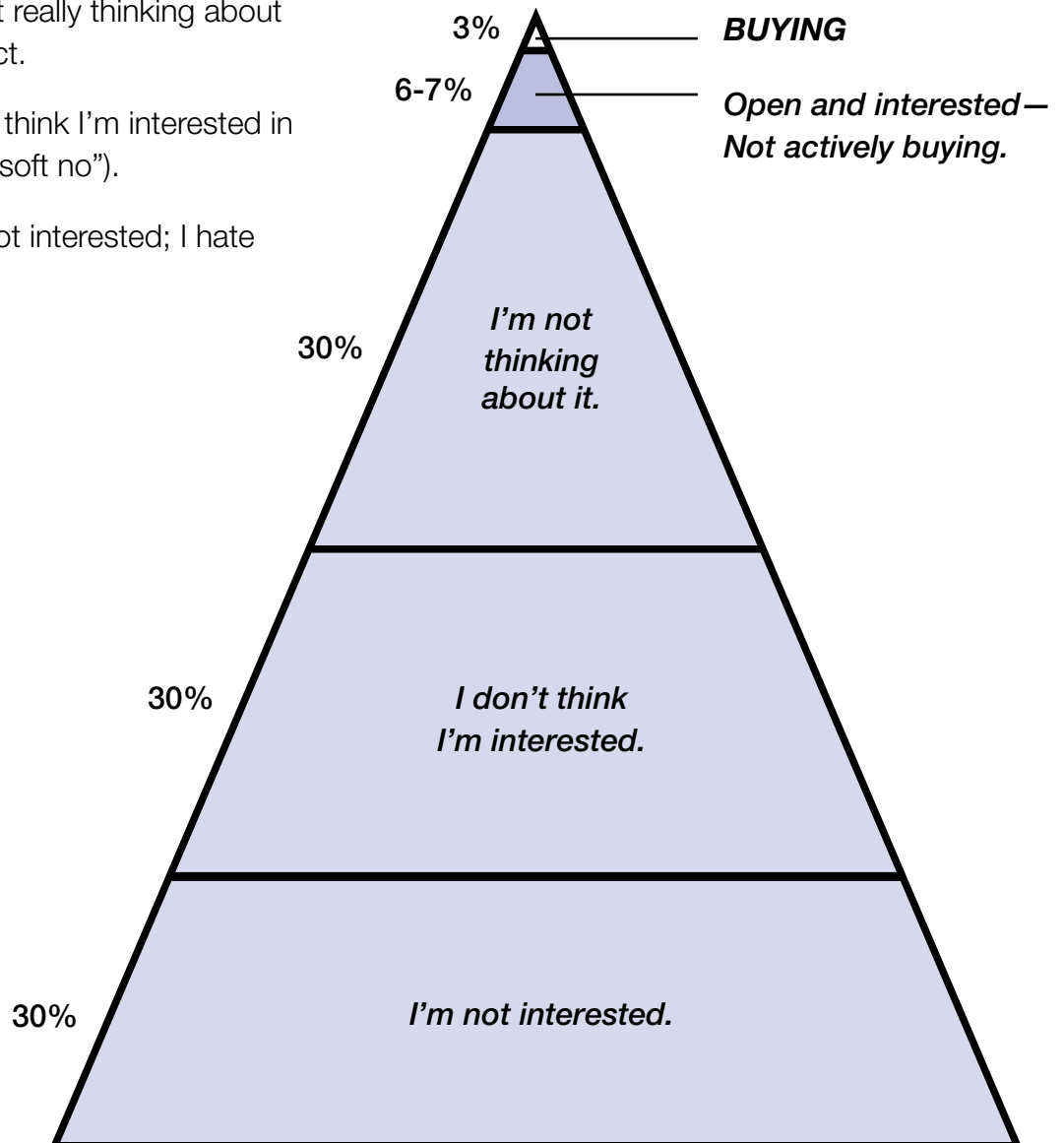
The primary tool that Chet uses to help people attract the widest possible audience is called education-based marketing. To do this, you have to really understand and research your market. By utilizing this strategy, you will be way ahead of the game because most people don't have a clue what their market is.

The idea behind education-based marketing is to appeal to a broad audience or to motivate an audience that didn't exist before to actually take some action. If you can bring something to the table to your buyers, or potential buyers, that no one else is bringing that gives them an advantage or gets their full attention, the game changes overnight.

Potential Buyer Pyramid

At any given time, you have 3 percent of the population looking for your product. You have an additional 6 percent to 7 percent who are open to your product but not actively buying. The remaining 90 percent of people fit into one of three categories:

1. 30 percent: I'm not really thinking about buying your product.
2. 30 percent: I don't think I'm interested in your product (the "soft no").
3. 30 percent: I am not interested; I hate your product.



The hook of education-based marketing is to appeal to the person who is at the bottom of the pyramid, the person who is not interested at all. What can you say to that person to make them interested and start to ask about what you are selling?

For example, if you are selling fitness equipment, a typical marketing strategy would be to offer a 40 percent discount on your elliptical machines. Doing this would appeal to the 3 percent of the population actually looking to buy your product and maybe the 6 percent to 7 percent who are interested. In order to appeal to a wider audience, you have to take a different approach. You could create an advertisement that educated people by using the following statistic: The American Medical Association says you can cut your chances of heart disease, cancer and diabetes by 50 percent if you just walk two miles a day. Educating everyone about the benefits of exercise appeals to everyone in the pyramid.

If you are going to go after the bigger boss, you have to have an education that the boss is interested in.

Changing the Buying Criteria

What are your current buying criteria, and what are your new buying criteria going to be? Instead of just offering your product, offer your product plus an education. The education that you give should highlight a shortcoming that your potential customers have and show how your product or service can solve their problems or benefit them in some way.

Education-Based Marketing on the Web

Education-based marketing can help drive more customers to your Web site, too. If your company is on a Google search page (preferably the first page!) and you're surrounded by other companies offering the same products and services, what is going to differentiate you from your competitors?

Let's say you're a massage therapist in Los Angeles, and someone goes to Google and types "massage therapy, LA" into the search bar. Many different therapists will pop up, all listing their services and prices. But what if yours said "The Five Biggest Mistakes People Make When Choosing a Massage Therapist?" Just out of curiosity, people will click on your link because it stands out and it offers them more information.

If you take people out of the market to teach them, guess who they're going to buy from once they've finished reading? You!

Example: Homex Homes

Chet has a client who is the largest home builder in Mexico and the third largest in the world. The biggest problem for home builders in Mexico is that three generations live in one household—literally 15 people living in a 700-square-foot house. Chet worked with Homex to do some research on crowded households and found out that the chance of infancy death is 400 percent greater; girls grow up with learned helplessness and are twice as likely to get pregnant at an earlier age, and boys are twice as likely to be a failure and an alcoholic. Homex used this information in their advertising to appeal to people who didn't even think they were in the market for a new home. The first week, the ad pulled 2,300 calls! This type of marketing has dramatically increased their sales, some weeks by 300 homes!

Example: Mouse Problems

When most of us have a mouse problem, we go to the store and get a trap or poison to kill the mouse. Chet had a client who lived on a farm, so she did not want to use traps or poison for fear that the other animals would get hurt. She was an herbalist in college and was able to create a mixture of herbs and fragrances that smelled like pine to humans but was highly offensive to mice. After creating this product, Chet's company did some research to discover the damage caused by mice and found out that they cause \$8 billion worth of damage every year by chewing on wires, which leads to fires. Using this information to educate her customers, Chet's client increased her sales by 250 percent!

Example: Roofing Company

When Chet started working with XYZ Roofing Company, their marketing strategy was to call up facility managers and ask to set up a meeting about their roof. Because most facility managers are instructed by their bosses (the CEOs or CFOs of the company) to save the most money possible, they were not always concerned with the best quality. Chet's company created a report called "The Five Most Dangerous Trends Facing Business Owners" and when XYZ Roofing Company called to set up a meeting, they would quote the research showing that 90 percent of all the problems you are going to have in your building start with your roof. Then they would explain that when roofs aren't properly maintained, they turn into conductors of energy: In the winter, water mixes with the insulation, causing a block of ice to form around the building, and in the summer, heat gets trapped. With this information, they were able to get more meetings, and meetings with the CEOs and CFOs instead of just the facility managers, because they were able to show that spending money up front to maintain a good roofing system was worth it in the long run.

Example: Carpet Cleaner

One of Chet's clients used education-based marketing not only to get more clients but to turn his existing customers into repeat clients, companies and people who continued to use his service more than once. The client owned a carpet cleaning company with a database of 30,000 customers. His marketing strategy was to send out coupons and discounts. Chet's company did some research and discovered a study that analyzed the impact of the health quality of an environment based on the cleanliness of the carpets. The study prompted government officials to take carpets out of their buildings when they discovered bacteria and dust mites; however, removing the carpets actually caused people to get sicker four times as often because the carpets were acting as filters. Instead of frequent vacuuming, this study showed the effectiveness of professional carpet cleaning when used twice a year. Armed with this information, the company was able to increase sales with their existing database.

Example: Real Estate Company

A real estate broker Chet worked with focused her market on a high-end neighborhood of 2,200, where most of the homes were in the \$1 million-\$5 million range. Every month she would send out a simple three-fold brochure showing what the other houses in the neighborhood were selling for. When a client decided to sell their house, she would come over and show them her binder of all the homes in the neighborhood that she had sold, many of them multiple times. This strategy is key if you are in the real estate business: You should dominate the high-end homes in your area.

WORKSHOP: Adventure Tourism

Chet and Tony had subscribers write in with questions about their business. Here is their feedback for the owner.

Company: Adventure Tourism company in New Zealand

Problem: Low profitability

- Solutions:
1. Research the five greatest insights to creating a company with great leadership (to appeal to the person at the bottom of the pyramid who doesn't want adventure tourism).
 2. Create a web seminar to showcase these five insights—this enables people all over the world to engage with the company and its services.
 3. If the information is good enough, charge for it.

Take advantage of the clients you already have by maximizing every dollar from your current clients.

Proven Method #2: Best Buyer Strategy

Ask yourself: Who is your best buyer? You need to be really clear about who your ideal customer is so that you can target them. Do something special for these people because they are your best buyer.

Best Neighborhood Strategy

People who live in big houses in the best neighborhoods are probably out spending more money because money is a lesser issue than convenience. Remember, there are some people who are just not affected by the economy; you have to make sure you are getting these people.

Dream 100

In any industry, there is a small number of customers who buy the vast majority of all the products and services. When Chet worked for Charlie Munger, out of 2,200 advertisers, only 167 buyers bought 95 percent of all advertising. Chet took all of his marketing budget and spent it on these 167 buyers. They would send out two gifts:

1. A yo-yo that said "Tired of your sales going up and down? Get our free report."
2. A flashlight that said "Don't be in the dark about..."

After a few months of receiving these gifts, the companies knew exactly who Charlie Munger's company was. Chet's sales team would augment the gifts with phone calls before and after they arrived. He never gave up. Of the 167 clients, he got 29 new clients the first year.

Lunch and Learns

Lunch and learns are a sales technique you can use to reach an entire department or company. Sponsor a lunch for a potential client, and give a presentation that educates them. For example, if you're a fitness expert, you wouldn't pitch your fitness club because that would offend the people in the room. Instead, you would share your fantastic information about what to look for in a fitness club, engaging people and getting them interested.

Example: Motel Restaurant

There is a restaurant in Chet's neighborhood that is adjacent to a motel. The restaurant is gourmet and has great food, but because of its location, it wasn't doing well. One night Chet was dining out, and he offered to help the owner as long as he always had a table at the restaurant. He tallied up how much he had spent in his visits to the restaurant and estimated that it was close to \$10,000. Chet suggested to the owner that he needed to find more customers like him, people who were willing to spend money because they don't have the time to cook and prepare food for themselves. Chet told the owner to send out a direct-mail piece to the 54 homes that were in Chet's neighborhood, inviting them all to a free dinner. His initial response was six people: a 12 percent response rate! He continued to send out invitations to wealthy neighborhoods, garnering more and more business. He always kept his agreement with Chet: Though the restaurant was packed one night, they still found him a table—by pulling one from the kitchen.

Proven Method #3: Systemization

One of the biggest mistakes companies make when updating and creating new systems is to change everything at once, which actually causes sales to go down. If you're introducing something new, like a new marketing technique, you have to do it in a very controlled and tested environment. Once you've proven that it works, you can then take that new technique and make it into a system within the business.

Take the carpet cleaning example from before. They created a Gold Service membership where clients who signed up would get a discount if they cleaned their carpets twice a year (remember: According to the study they found, this was the best way to avoid bacteria buildup). Out of his 30,000 clients—10,000 of which were actual sales—20 percent of them bought this service. Instead of 10,000 sales, he now had 16,000 sales, building his business up by 60 percent.

Moving Venues

If your system isn't working in one medium, move it over to another. If your direct-mail pieces aren't working, try radio advertising.

Make sure you never put a URL on radio or television advertising. It's a waste of time and money. People always think they're going to look it up, but by the time they get to their computer, they have forgotten it. If you really want to make the call to action, have them call in right then.

Proven Method #4: Hiring Sales Superstars

If you can put people with serious horsepower into your company, no matter what kind of company you are or how small you are, you will increase your sales! A lot of companies think they are too small for sales, but in reality they are too small *because* they don't have a salesperson. If you hire someone whose sole job is to get you business, it's going to change your life.

Figure out what you would earn from your best potential client and how much of that you are willing to give away to a salesperson who brings you that client. For example, if you are a graphic designer and you get a client who wants to create their whole identity, you could charge \$25,000 and do four of these clients a month. You determine that you could give 20 percent, or \$5,000, to a salesperson for each of these clients. Put this information in your ad for a salesperson, and see what kind of person you will pull.

The Interview

One of the strategies Chet uses when hiring new salespeople is to reject the candidates within the first 30 seconds of the interview. Set up 10 phone interviews in one hour. When you get on the phone, let the candidate know that you are interviewing several other people and ask them why you should bring them in for a formal interview. Nine times out of 10, you will get someone who says that they think they're good at it and that if they believe in your product, they can sell it. No matter what they say, tell them that they don't sound like a top producer. Those nine will usually say, "OK, thanks for your time," and get off the phone.

When you have a top producer on the phone, you can't convince them that they're not a top producer. This strategy shows you right away how that person responds to rejection, something the sales industry is full of on a regular basis.

What you are looking for is the "three-bagger." When you go to the checkout line at the grocery store, most employees are filling up only one bag of groceries, but there's always that one person filling up three. No one told them to, it's not the standard and nobody else is doing it. It's just their nature and their drive. These are the people you want to hire.

Hire a sales superstar; someone who thrives on rejection.

Affiliate Strategy

In addition to educating people, another way to reach a wider audience is to use affiliate marketing. Who is already reaching the market that you want to reach? Who already has a reputation?

Chet used this strategy to promote his book from number 47,000 to number one in two days. He went to 100 people with databases of 100,000 and promised to get them exposure to 11 million people if they just gave him access to their database and a free training product. Chet then went to the whole 11-million-person database and offered his \$10 book in addition to free training videos from 100 other authors (a \$10,000 value for free!).

Example: Coaching Company

Chet had a client who wanted to help people get back on their feet after a divorce. Chet's first strategy was to help her identify who her clients were and what her market was. Since every single divorced person was a potential client, they realized that her market was really divorce attorneys. If she were to go after 100 divorce attorneys and only eight of them sent every single client they had to her, she would have a very powerful referral mechanism.

**“If you really believe in what it is that you do, then you
have a moral obligation to tell people.”**

—Chet Holmes

Your Action Plan

Tony Robbins ends his programs by having you take immediate action on what you've learned. Remember, the first step to lasting momentum is taking massive and specific action in the moment. Take a minute now to think about Chet's strategies and how they can apply to your own business or life. Answer the following questions:

- 1. What two distinctions have you now made as a result of what you've learned? How will these principles change your life and/or business for the better?**

- 2. What are two actions (one big, one small) you can take right now? What will you immediately apply/change/do/decide today to make the biggest difference in your life?**

Money Masters Article: Chet Holmes

How to Build a KILLER Presentation That Literally Triples Sales (With Tons of Proof Below)

Imagine you were in a giant stadium right now as the presenter, and the entire audience is completely comprised of your most perfect prospects. Are you ready right now? Could you walk out on that stage and present to every one of them and do it perfectly? Now before you say yes, let me make the stakes higher. Before you walk out there, the audience is told: “You had to come, but you don’t have to stay. If this person (you) fails to keep your interest, you can simply get up and leave.”

You need to open your stadium pitch with what “wows.” This means that all great presentations start off with information that makes your prospects say: “Wow, I didn’t know that.” The focus must be on THEM and things of interest to THEM, not you. So rule number one of a great presentation is that it must be focused on the prospect and not on you (at least not initially). You must have information that is OF VALUE to your prospects even if they have never heard about your products or services. Information that is above and beyond the product or service you are offering will be considered extremely valuable to them.

A great presentation is loaded with bad news for your prospects. Why? Because bad news motivates. Your prospect, when viewing a great deal of bad news, will suddenly feel the need to take some action. Any action they take will make them feel better.

Rule number two to building a killer presentation is that the data should “set up a buying criteria” in which your product or service becomes the most logical choice. What are your client’s current buying

criteria? Is it price? Easy to overcome with the right presentation. Is it that they want to buy only from the biggest provider? Easy to overcome with the right presentation. Is it that they don’t think they even need what it is that you sell? Easy to overcome with the right presentation. Data can motivate your prospects in all and any of the situations mentioned.

There’s no situation where one of these presentations, properly prepared, can’t help overcome any challenge you may be facing. Declining market? Price is the main motivator? Inability to get appointments? Inability to get to see the higher decision makers? All of these challenges can be met with a fantastic presentation.

The Core Story

This is called Your Core Story, or your stadium pitch, and it serves another extremely valuable purpose.

How to Build a Core Story

If you want to be the ultimate player in your market, you have to take the time to carefully craft one of these, using data as a powerful access vehicle as well as an urgent motivator for your otherwise slow-moving clients to make faster and more urgent decisions. Before you read the steps and become discouraged, you should know that there is a group that simply does all of this for you.

They will interview you and a few other appropriate people in your company to kick off the process of preparing a KILLER presentation filled with

poignant and significant research about your market research that your client will find fascinating, research that is compelling enough to get you more meetings, research that is highly motivating to get your client to want to buy faster, and research that hopefully, in some way, “sets up buying criteria” where YOU are the MOST logical choice. YOU are the ONLY one these prospects want to buy from.

They will come back with not just the research, not just the facts, but with visually arresting graphics. Yes, a KILLER presentation has graphics on every panel—vivid visual and photos that triple the impact of your words, graphs that visually illustrate your points, pie charts that point out their problems, and dollar signs in all the right places that show them how you help them save, earn or increase some area of their world.

Eighty-five percent of the information in the brain is taken in through the eyes. Studies show that visuals nearly triple the communication experience. So don't even think about presenting anything to anyone if you're not going to use visual aids.

This group will give you an awesome stadium pitch, fully illustrated with your logo on every panel. If you want to know how you might use one of these and you're not sure, it costs you nothing to talk to this group. They're called Empire Research Group, and they are little known outside the circle of my clients, as most companies are not wise enough to utilize data this effectively.

Now, that said, if you cannot afford a four-figure investment to simply have someone do this for you, here's what you need to do on your own.

STEP ONE

Research your industry over a 30-year period. That's where you'll find trends that no one else has spotted. How much of everything was there 30 years ago, 20 years ago, 10 years ago? Even you will get “wows” from looking at stats over time. For example, with

day spas, I had asked for the failure rate of day spas. The research revealed that they weren't failing at all. They were growing like wildfire. So look at data over time. They'll really fascinate you.

STEP TWO

Look for the bad news. That's what motivates. Specifically, look for bad news that you might be able to tie to a solution that involves your product or service. Never lie. Never make up anything. But in the example above, we were looking for failure rate as a “pain” point when we found that just wasn't true. But what we did find is that because these day spas are such a raging success, everyone and their uncle are opening one, and the market is getting massively competitive. Bad news. And it's the truth.

STEP THREE

Manipulation of those data is the most difficult part of it. It is an art form unto itself. Stack the info, cross-reference the info, blend it with other info, etc. When I built these myself, I would do all the original panels by hand on 3x5 index cards. This way you can erase info and keep shifting the order of how you want to present the info, all in a delicate balance of insight that eventually leads to that prospect wanting YOUR product or service over all those of your competitors.

STEP FOUR

This is really important. Do NOT pitch your product until the very end. You want the material from the start to three-quarters of the way through to all be a “set up.” Then somewhere toward the end, you want a section that says: “What to look for in X type of provider.” At this point you would present all these data about yourself without really saying it's you.

So now you can have a small section at the end that says: “Would you like to know a little about us?” If you've done a great job, no one will ever say no.

They'll all say yes. And there is where you put some panels about yourself.

A great title is critical.

Here's a great title for everyone: "The Five Most Dangerous Trends Facing (your prospect's type of company or issue here) XYZ Type Companies/Consumers." If you got a call that offered to teach you the five most dangerous trends facing your business, wouldn't you be interested in hearing a little more? That's pretty irresistible. It still has to be sold effectively, but here's the critical point: It's easier to sell! It's easier to persuade someone to see critical info for their survival than it is to convince them to see you come pitch your product or service.

And here's the best part.

This approach genuinely serves them. You will legitimately present them with excellent compelling data (if you do this process properly as outlined). You will genuinely find things that they will be grateful to know. The best among us is servant to us all. So serve your market by knowing more than anyone else about what's going on.

Here are more details.

The second panel is always your "Areas Covered" panel. This is your presell opportunity. It should make their mouth water with anticipation. Start with wows after that, perhaps a big overview of their industry and its growth or decline over the years.

In summary, your Core Story can accelerate:

- **Training**
- **Client Access**
- **Decision-Making process**
- **Appointment Setting**
- **Closing Skills**
- **Rapport Opportunities**
- **Increased Credibility**

And so much more. If you build it, they will buy!

To your success!

Money Masters Article: Chet Holmes

How to Trump Any Competitor Anytime

How would you like to attract your buyers before they're even thinking about buying? Then, once you have their attention, how can you lead them through a logical flow that motivates them to buy, buy now and buy your product, even at a higher price than that of any of your competitors?

This is a science called "setting the market's buying criteria." If you're the one who sets up criteria for a product or service, your product or service will be the logical choice.

Example: Say you're a real estate salesperson. The best way to make money in real estate is to have as many listings as possible. If you have more listings than anyone else, you'll sell more houses than anyone else.

Let's establish a few more concepts.

Market data are way more effective than product data. If you're thinking of selling your home, most real estate professionals will come into your home and basically try to tell you why their company is better than their competitors. The problem with this approach is that all real estate companies are basically equal. They all can put you in the multiple listing service, and they can all advertise you in the local paper, put you online and do open houses. This more tactical approach is how most real estate professionals sell as they simply try to show why they can do these same things better than someone else. The other problem with this approach is that when someone is going to sell their house, you're now dealing with a snake pit of competitive fighting.

The better strategy: Get in front of the client before any competitor can even get on the scene. One broker learned and implemented the strategy outlined in this article and became the number one listing agent in his county by a wide margin.

THE PROCESS

STEP 1

You offer a "free education on maximizing your real estate assets." This is sent out to homeowners in your area. An example of the education is as follows:

- a. Learn how to maximize your real estate asset, perhaps the greatest asset most of us will own.
- b. If you were thinking of selling in the next year or two, what you'd better know right now.
- c. The five biggest mistakes everyone makes with home ownership.

Anyone who is even considering selling is prompted to look into this. If they are CURRENTLY looking to sell, they will REALLY respond to something like this.

Important concept: When you try to sell, you break rapport. No one wants to be "sold." But when you "educate," you BUILD rapport. You build respect, trust, influence, all key ingredients to making a sale.

STEP 2

You get into their home to provide your “free education,” and you show them solid data on home ownership, how it is definitely the best investment people can make and so on. As for obtaining this type of information, there has never been an easier time to get information. The Web enables anyone in a few hours to get some great data from reliable and *quotable* sources. The best few hours you will ever spend will be taking the time to put together information that helps your customer learn new things and succeed. This strategy has been applied in every industry and situation from selling boats to furniture to computer equipment.

Back to our example...You show them great data about home ownership, and then you show them how this is the best time to sell and the best time to buy. Why? The market is in flux right now. Prices are still good to sell, but the market is slower, so some folks need to sell faster than others and that drives prices down. So if you're savvy, you can sell at a good price and find a better value for your money.

Studies also show that when a market drop it can take years to rebound. So if you're considering selling, you'd better get going while the market is still semi-strong. If you ARE going to sell, there are classic mistakes people make. At this point, you give an excellent “education” on the best ways to sell, including making sure you list with the right real estate company. Within that section of your “education,” you show them criteria for choosing a real estate company that basically fits your company profile. Do not pitch yourself during this section. You'll break rapport. If you do a good job, they will ask you about yourself and end up listing with you. One salesperson used this approach and got 43 listings within a six-month period. He was the top listing agent in his county. Other salespeople had five or six listings, and he had 43.

Another Case Study: A company that sold to manufacturers put together a free education on “The Five Most Dangerous Trends Facing Manufacturers.”

Prior to using this formula, the company had a terrible time getting appointments, and when they did, they were dealing with a lower-level executive who could only say no. If the executive wanted to say yes, they had to check with the owner. So they company would go through a six-month sales cycle and often get shut down by the owner, who wouldn't take the time to drill down.

When they applied this formula, they were able to get meetings with the owner, who was curious to know “The Five Most Dangerous Trends Facing Manufacturers.” They still had to work at it a little, but it was a heck of a lot easier to get those appointments than it was with the previous tactical model, and now when they made the sale, it was at the right level.

There are countless stories like this. A calendar company selling to retail stores put together an “education” on how to have a successful retail store and got to decision makers left and right. While much of their education had nothing to do with calendars, the education established so much rapport that when they presented why calendars were a good moneymaker per square foot in the fourth quarter, they increased sales by 20 percent, and it was the first increase they had had in four years.

Take the time to build an education that helps your clients succeed. You'll get in to see your prospects much more easily and you'll build such a high level of influence and rapport that your sales will go up like a rocket. This dictates that the ultimate method of succeeding is to simply help your customers succeed. And during that process, you can set the buying criteria in your favor.

ANTHONY ROBBINS

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