

Stress-Free Selling™

Overcome Getting In Obstacles

You Can't Sell If They Won't See You	6
Eliminate "I'm not interested" as an Opening Response	7
Determine What They Really Want	8
Hot Buttons Ignite	10
Be Different!	11
A Little More	12
Get Past Gate Keepers	13
Happiness	13
The Dearest Word in English	13
Resource	14
Getting Help	14
Funny You	14
Name Dropping	14
Referrer Involvement	15
Bypass the Gatekeeper	15
Surmount Voice Mail	16
Don't Describe your Company	16
Simply Ask for Help	16
Skip the Message	17
Keep Your Happy Face On!	17
Ask a Thought-Provoking Question	17
Leave Message with Benefits	17
Be Different	18
Call Before or After Hours	18
Mention Referrer's Name, Your First Name, No Company Name!	18
Be Brief	19
Send a Fax. Send an E-mail. Send Something!	19
Leave your phone number slowly	19
Have fun!	19
Get Your Emails and Responded to!	20
Avoid Being Filtered to the Spam Box	21
Avoid Ticking People Off!	21
Don't Ask for Delivery Receipts	21
All Bold is No Bold.	21
Email Protocol	22
One Subject per Message	22
Vital Points	22
Abbreviations	22
Webbreviations	22
Emoticons	23
Jargon	23

Message Threads _____	23
Now That it's Open, Get Read! _____	24
The Deciding Factor _____	24
Be Personal _____	24
Use Short Sentences _____	24
Grammar & Spell Check _____	24
Rename Attachments _____	25
Make Web and Email Addresses Easy to Read _____	25
End Powerfully _____	26
Call for Action _____	26
Close Meaningfully and Encouragingly _____	26
Reinforce your Key Strength _____	27
Overcoming Getting In Obstacles _____	28
“How Much Is It?” _____	29
Ask them a question instead! _____	29
So what questions do you want to ask? _____	30
What if they still insist on knowing the price? _____	30
“Get to the Point” _____	32
“What are you Selling?” _____	33

Pearls _____ 36

Getting In _____	37
Pizza! _____	37
Be Different _____	37
Business card _____	39
Show some teeth _____	39
We've never met _____	39

Grow and Flourish _____ 40

The Best in the World Have Coaches _____	41
Make it Yours... Now! _____	43