

Are YOU The Ultimate Salesman?

From: YOUR NAME

Date: XXXX

Subject: How to turn “No” Into “Yes”

Dear Fellow Salesman:

Are you frustrated and tired of facing rejection? Do you hear “no” more than you hear “yes”? Do your sales pitches sound as worn out as you feel giving it? Maybe you’re just getting started in sales and you’d like some direction and pointers on how to make slam-dunk sales.

I am of the opinion that a sales career is the best line of work. Whether you need to add more spunk to your pitch, or you just want help getting a firm footing in your new sales career, I can help you.

Are You Memorable? Do You Make A Lasting Impression On Each And Every One Of Your Customers?

Regardless of what product you sell, there is a key ingredient that must be factored into the equation to secure each sale. **You must sell yourself, not just the product!** Most people buy a product simply because they liked the salesman—NOT necessarily because they wanted the product!

People will remember you years from now if you are unique. If you walk through the door with the same hum-drum message coming from every other salesman, chances are you’ll not only leave empty-handed, but will never be remembered again.

Powerful Sales Secrets Unleashed

In The Ultimate Salesman, I’m going to unlock the secrets behind explosive sales for you. I’m going to expose the hidden facts that most successful salesmen will never share with you. Take a look at what’s between the covers:

- ⇒ **Introduction to the Ultimate Salesman**
- ⇒ Having a Positive Attitude
- ⇒ **Starting Conversation with the Customers**
- ⇒ How to Read the Customer
- ⇒ **When and How to Ask to Buy**
- ⇒ Creating Want in the Customer
- ⇒ **Gaining Commitment**
- ⇒ How to Overcome Objection
- ⇒ **Taking Control**
- ⇒ Using the Right Words at the Right Time
- ⇒ **Closing the Deal**

Surprising Tactics That Will Explode Your Bottom-Line

As a salesman myself, I've dug deep over the years to unearth the best possible strategies to secure sales. I am going to share these surprising approaches with you. **Here are some of the things you'll discover:**

- ⇒ How having a _____ attitude can change your entire sales career.
- ⇒ **The one word you MUST remove from your vocabulary (and what word to replace it with).**
- ⇒ A single thing that will give you an edge with customers and make them like you more.
- ⇒ **Knowing your customer's _____ allows you to tailor your _____.**
- ⇒ How to do a _____ pitch to force customers to buy
- ⇒ **A great tool for creating want in your customer.**
- ⇒ How gaining _____ from your customer by constantly reminding them of the _____ you _____ for them.
- ⇒ **How to be prepared to overcome _____.**
- ⇒ Why creating an online _____ will increase your _____ drastically.

⇒ **How to close with a _____ that will lead your customer into a _____.**

Don't you want to become the Ultimate Salesman? I'll give you all the details you need to pump up your sales pitch and win more sales. What are you waiting for? Let's get started now!

Sincerely,

YOUR NAME