



# Non-Manipulative Selling

*Tony Alessandra*

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## **Non-Manipulative Selling** Tony Alessandra

Selling can be fun. In fact, it should be. Take a second to ask yourself this question...

"Am I having fun selling or being a manager of other sales people?"

If you're not having fun...If you're not making the money you know you can...If selling seems to be a struggle...If it feels like a confrontation or game between you and your customer...Do yourself a favor right now.

There are really only two ways to sell anything. One is a struggle most of the time. Let's call this one "Hard Selling".

The other seems pretty effortless. I call this one "Non-Manipulative Selling".

I must admit that both will get you some business.

However, "Hard Selling" is always uphill battle. "Non-Manipulative Selling," on the other hand, guarantees you huge rewards, an endless flow of ready-to-buy prospects, and creates an environment for you to have incredible fun doing it.

When you become a part of your customers' very own support staff (which is the case in "Non-Manipulative Selling"), you will consistently get referrals and repeat business. Hopefully you do get a lot of referral and repeat business. Unfortunately, too many salespeople I work with can't say that. If that sounds like you, I can help you transform your results.

Back in the 60's and 70's, selling was pretty simple. All you had to do was have a great opening line, a good pitch, and a strong close and you would get sales.

You can't do that today. Your customers are too smart. They are too savvy. Yet a lot of sales people way underestimate the knowledge and intuition their prospects come armed with. Just think. They research the Internet. They shop around. They listen, not just to what you say, but also to how you say it. As they listen to you, they are looking for the intent behind your words. If they get just a whiff of selfishness, greed or dishonesty coming from you, that's it! They are gone, for good. But above everything else, they can't stand to be "sold".

Here's the bottom line.

I spent years (and many, many thousands of dollars) putting together an easy to learn sales system that not only allows your customers to feel great about doing business with you, but they love to talk about the experience with their friends, who they send to you as well. It makes your job so much easier. When people come to you, the dynamics of selling change.

I call this Non-Manipulative Selling. It contains strategies and techniques that ensure you team up with your prospects. They now see you, not as a pesky sales person out to make a buck but, as an expert consultant working on their behalf.

You become partners with your customers and spend more time in the beginning building a foundation. You learn (really learn) who they are and what they want and need. It may seem time consuming at first. You may even feel like you are letting sales get away. But nothing could be further from the truth. In the end, you'll have more business than you can handle.

Is it simple to learn?

Yes. But I have to warn you. It is not easy. You must have focus and discipline. You must be willing to break through your old habits and incorporate new ones. If you are not willing to at least try, then don't invest in this program. You'll just be disappointed.

But if you are willing and want to dramatically improve your sales commissions, increase your referrals, and hang on to your customers so they buy from you time after time, then I have good news. This stuff is not brain surgery, but it is powerful. It becomes second nature to you. You'll be able to watch as both your sales and your commissions quickly go up. Way up.

This book contains 179 pages of powerful content covering such topics as relationship strategies, tension management, questioning and listening skills, selling by style, the image of excellence, self-management skills, and the six steps of Non-Manipulative Selling.

If you're ready to make a drastic improvement in your sales results, order Non-Manipulative Selling now!

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