



Are You a Sales Phobic?

by
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Discover why so many business owners find selling difficult and what to do about it.

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Table of contents

Instead of a preface

1. You are a business person
2. You are passionate about your business
3. Is there a way to minimize selling challenges?
4. You were probably a little bit surprised by my last statement
5. How do the best brands sell?
6. Ever heard of Ypsilanti, Michigan?
7. Next up: marketing
8. Does your business look as great as it is across ALL of its touch points?
9. Does your business sound as great as it is across ALL of its touch points?
10. The aim of marketing is to make selling superfluous
11. The product people can't stop buying

About Jenan

Instead of a preface

I rather chose to relate plain matter of fact in the simplest manner and style,
because my principle design was to inform, and not to amuse thee.

—Jonathan Swift *Gulliver's Travels*

You

are a business person.

#1

As such, what's the most valuable thing in life to you?

Like most business people, you're probably thinking: time is the most valuable thing I have.

And you're right. Nothing or no one can give it back, no matter the costs you are willing to pay for it.

Time is our most valuable asset. That's why I use a Mac instead of a PC.

From time to time people ask me why I use a Mac.

It's tempting to think that I use it because it's a trendy thing to do; it's sharp looking. In a word: cool.

And time and time again when I tell them why I'm actually using a Mac, my response surprises them.

What's my answer? It's always the same: Because I don't have enough time to use something else.

And how about you? If you are anything like most people, you are busy.

Since I truly value your attention and don't want to waste your time, let's get right to it:

Is this ebook for you? You tell me—the short quiz on the next page should help you answer that question:

100% Your business is making all the money it could possibly use or want. (Congratulations!)

90%

80%

70%

60%

50% Your business is making the "average" profit.

40%

30%

20%

10%

0% Your business is not earning any money at all.

Below 0% Your business is losing money.

Your Score _____%

If your score is below 90% you should consider reading on. If not, you can delete this ebook now.

You

are passionate about your business.

#2

That's a great thing. Passion is the #1 reason why most people start a business.

It's true, they simply get a feeling that they are fulfilling a purpose in life.

(What that means is still unclear. How the voyage begins is still a mystery.)

Consider Mark Zuckerberg, the founder of Facebook.

Like him or not (pun intended), it's obvious that he has an incredible passion for his business.

Some people start a business because they have a particular skill.

Other people start a business because they get tired of having their life dictated to them by others.

But people almost never start a business because they really like, want, or know how to sell.

That's why so many business owners find selling difficult.

When you consider this perspective, it's easy to see why resistance to selling quickly becomes a stumbling block and the cause of much day-to-day stress and worry for a lot of business owners.