

\$100K

worth of free advice on how to sell more effectively



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Instead of a preface

The best effect of any book is that it excites the reader to self-activity.

—Thomas Carlyle, Essayist and Historian

The one thing your business absolutely can't do without

#1

You.

If I told you that by the end of this short ebook you'll feel empowered to sell more effectively, would you believe me? It's a bold statement and not one I make lightly, but I'm willing to put your trust and my reputation on the line to share with you what could be the most useful piece of advice concerning selling you'll ever hear. Even if you disagree, I'd still argue the following advice is an incredibly helpful take on how to sell more effectively.

By the way, are you still thinking: "A useful guide on selling that takes only 15 minutes to read—really?" If yes, why so skeptical? Isn't it true that the most elegant and effective designs are often the least complicated? Think paperclip. Think frisbee.

Before I go on, let me point out a couple of assumptions I am making here:

a. You know EXACTLY who your target audience is.

b. You are good at what you do.

Okay then, here we go: what's the one thing your business absolutely cannot do without?

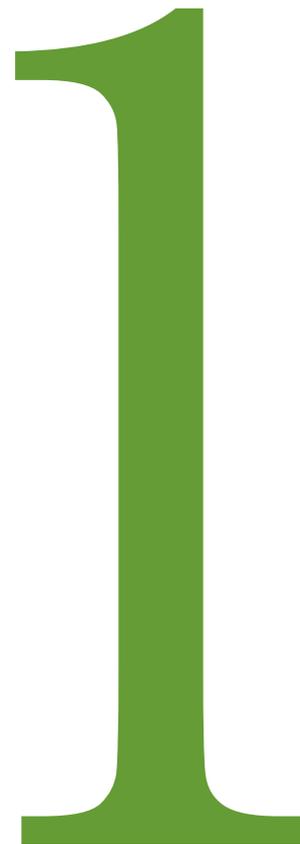
Cash flow. Yep, cash flow is to business what oxygen is to the body—not the point of life, but without it there is no life. And unless you're Mark Zuckerberg, co-founder of Facebook, you get cash from sales. So far pretty straightforward, no?

The next question is: if sales precede cash flow, what precedes sales?

The short answer: Leads precede sales.

Okay, so what precedes leads?

Perhaps the simplest, and, in my opinion, the most empowering answer to that question was articulated a while ago in the book titled *The Irresistible Offer*, by Mark Joyner. Here's Mark:



In order to do business in this world, what is one thing you need?

The one thing you absolutely, positively cannot do without.

It's not a business card.

It's not an office.

No, Mr. High-Tech, it's not your BlackBerry.

And you know what? It's not even a product.

The core of all business goes back to when human beings first began entering into the most rudimentary transactions with each other, when caveman traded a woolly mammoth pelt in exchange for a new club. From the dawn of time, all business can be boiled down to one single thing. An offer. That's right. An offer.

Looking to generate leads and boost sales? Make an offer. Better yet, make a great offer.

Great offers tend to concentrate people's attention, engage their emotions, and give them a clear destination to go to. This is true even if the brand is basically selling a commodity*.

Not convinced? Consider the GEICO brand. Question: Has it not become a lot more than just another auto insurance company, and a key figure of modern pop culture, mainly because it excels at crafting great offers? (*With the word *commodity*, we usually define a good or service which can be purchased from any supplier where the end result is, give or take, the same.)

Is the above a simple guide? Yes. Easy? No.

I estimate that this free advice is worth about \$100,000 if a business really gets it right.

Could this guide assist you in your selling efforts? If yes, please share it with others.

If not, delete it now. Thank you for your time.

Jenan Mujkic, Aug 6 2012

A little bonus

May I propose a simple exercise?

Close your eyes for a few moments and consider what's involved in caring for something you love. A lot. For example, think about what's involved in caring for a pet such as a dog.

Let's begin with your **daily** routine. A couple of quick reminders on how having a dog would affect your daily routine: Every day you'd need to take your dog out for a walk a few times, you'd need to feed it, etc. How much would it cost to keep your pet dog healthy and thriving? Think of the financial investment for a moment. It'd be substantial, no? I speak from experience :-).

Now, think about what's involved in caring for your business. (My guess is that you love it. A lot.)

Let's begin with your **daily** routine for your business.

How do you feed it?

Are there any changes you could make? If not you, who? If not now, when?

About Jenan

He is an idea detective who helps people identify new business-building ideas. One of his passions is storytelling. (Offline, online... what line?)

Jenan loves helping people solve problems. If you'd like to work with Jenan, simply send him an email at jenanmujkic@gmail.com.

