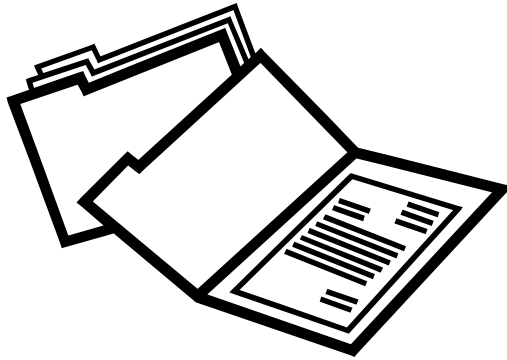


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# *Cold Calling Secrets*



*“The next 40 minutes is probably some of the best cold calling strategies I have heard to date”*

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**Interview by Michael Senoff**

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Michael Senoff

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## How To Make Cold Call Selling Into A Fun And More Profitable Activity Over Night

I've been using cold calling pretty effectively over the last 15 years for many of my selling activities. And It's what I call pounding the phones. It has been one of my most effective methods for selling. But I hate it for the same reasons most people hate selling by phone. I am very fortunate to have just found a radically new honest sales approach based on integrity and common sense to get clients by phone. It challenges traditional sales thinking and will help you achieve better results. It's the missing link -- a new mindset and language that converts selling by phone into a natural conversation between you and your prospect. It offers you a new way of thinking about cold calling -- the most dreaded selling experience of all -- to the end of the sales process. You don't have to abandon the selling skills you already know -- This interview will give you a new approach and new tools to help you get better results. It's incredibly effective. Best of all, it's easy to learn and you can start instantly. In this interview, you'll learn how to make less calls - and get better results. --Rip up your sales script and easily get your message across-- Change from the "Dreaded Salesperson" to a trusted advisor in a matter of minutes--Get rid of your "Fear of Phone" once and for all--Stop chasing prospects and gain the respect you deserve. This recording is 45 minutes. Enjoy. For more details on this cold calling system go [here](#) or call 858-274-7851

### START

Arrie: Let me tell you. Cold calling the old way can be psychologically traumatic because you're being personally rejected. You're doing what you've been told to do. You're playing the numbers game. Every call you're getting pushback, and you wonder why this feels so bad. It's literally inhumane, and the issue is not the performance of the person who's calling, and it's not your product. The problem is the approach. The approach is outdated. It's old school, and it triggers the wrong impression.

So, what I'm suggesting is that people can actually make calls in a comfortable manner as if calling a friend, and without being rejected.

*Music*

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*This is Michael Senoff with [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com) and Consulting Secrets. The next 40 minutes is probably some of the best cold calling strategies I have heard to date. I know you HMA consultants who are using cold call prospecting are going to benefit from this recording immensely. Let’s get started, cold calling techniques that will get you sales faster than ever. Let’s go.*

Michael: I did an interview with a guy who had some experience with cold calling, and I have someone who edits all my audio recordings, and as she was editing it, she had heard of you. She said, “You may want to check this guy out”, and she sent me to your website, and that’s how I originally heard about you.

As I was reading, I go, “This sounds really good.” And, it’s something that I think a lot of people who come to my site, [HardtoFindSeminars.com](http://www.HardtoFindSeminars.com), let’s face it there’s a lot of people out there pounding the phone. With long distance service so inexpensive especially even internationally, it is an extremely effective and great way to sell, but so many people like you say have been programmed with the sales gurus, and it’s painful. People don’t like to do it because of a lot of the reasons you talk about on your site.

So, tell me, how do you get into all of this? Are you a speaker? Are you a sales trainer? Who is Arrie?

Arrie: Well, pretty much my whole career has been behind the scenes. I’ve been in charge of developing and designing sales training for very large companies.

Michael: Where did you all start? Were you in sales in high school?

Arrie: Well, I did sell in college a bit, but where it started is I actually have a Master’s Degree in education and training. It’s actually called “Instruction Design”. It’s a specialized field that has develop instruction and training information for people so they can best use and implement it on the job.

So, after getting that degree, I got a job in the sales training department of both UPS and Qualcomm.

Michael: Where were you located then?

Arrie: In San Diego and then Atlanta, and I was basically involved with designing and developing training programs for salespeople worldwide, and I was in charge of bringing in some of the gurus to speak. So, I got to sit in all of the sales training programs around the market.

Michael: Did you get that job because that was your major in college? Who hired you first Qualcomm or UPS?

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Arrie: UPS.

Michael: So, UPS Hired you and they brought you into do what?

Arrie: To develop and design product and sales training for their worldwide sales force.

Michael: Wow.

Arrie: They had a small sales training department at the corporate office in Atlanta, and I was involved with rolling out many of the services. I actually would literally write and create the selling materials and training for the sales people.

Michael: That’s a pretty big responsibility for a company like UPS.

Arrie: It was, and the funny thing is I was never the trainer. I was the designer of training. I wrote and I thought through everything.

Michael: How many years were you with UPS?

Arrie: About four years.

Michael: And, did you like it?

Arrie: I loved it, great company, very practical, very innovative, good people. I really loved it. I did really a lot of fun things there.

Michael: And, they were probably really kicking butt at that time.

Arrie: Oh yeah. I rolled out about twelve new products in about two years. I was in charge of the training wise. So, I was really involved with heavy sales training and new product development.

Michael: Could you see the results of your efforts? Could you see an increase in sales from some of the training stuff you developed?

Arrie: Here’s the interesting thing – not only increase in sales, but people just thanked us for the appreciation of the program, of the materials. They were so concise. They were step by step. They were very customer oriented, and they had the psychology behind them in terms of how to connect to people.

Michael: Now, where were you doing your research to put it all together?

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Arrie: It was just based upon our group’s experience. I never really had a role model myself in terms of any kind of guru, just my aunts basically. It was just organic I guess I could say.

Michael: And, you were with them for four years, and then Qualcomm hired you away?

Arrie: Yeah, I had to come to San Diego where I grew up, and Qualcomm was in their hey day at the time. They were just hiring crazily there, and they were hiring a lot of sales people. So, they needed some more sales training thinking and development. So, I got hired there as a senior developer and there I developed a similar aspects in training and product development, briefings I would call them. So, I just spent a lot of time on how sales people best could talk to customers in a non-aggressive way. That’s where I got a lot of my thinking from.

Michael: Did you know Irwin Jacobs personally over there?

Arrie: No, I met him a couple of times, but I didn’t know him on a personal basis.

Michael: How many people were on your team for that department?

Arrie: I think there were maybe about four or five of us, small group, and then I got moved into one of the divisions called Omni Tracks where I was involved in training for their sales force. So, it was a really good experience.

From there, I actually left and cut my own teeth in direct selling with a company called Website Story. They actually offered online software services to track website user behavior, like the way people travel to websites and how they buy. So, I was involved with helping them grow and selling their products.

That job, I was actually managing 18 salespeople. I sold myself, and that’s where I really began to form a lot of my ideas.

Michael: When you were at Qualcomm and UPS was the feedback from the sales force helpful in you finding out what was really working and what wasn’t?

Arrie: Oh yeah, because I would go out in the field with them, and I’d go on sales calls with them, and we had this hotline right to the sales force. So, we were very much engaged the front lines. That’s how we were able to piece it all together from their perspective.

Michael: So, this was like a big laboratory that you were involved with for almost seven or eight years.

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Arrie: Yes, it was.

Michael: And, a lot of that feedback is a result of what you’ve put together now in your training?

Arrie: Yes, and also just a lot of my exposure of being with those big companies. I got exposed to a lot of training programs that a lot of these corporations bring in and pay for.

Michael: What was your thoughts on that? How much would a company pay for when they brought in training?

For more details on this cold calling system go [here](#) or call Michael at 858-274-7851

Arrie: I would say up to hundreds of thousands of dollars for company wide training for these large corporate type of training events. So, I was involved with the proposal process, bringing them in. I would actually get to sit in the back of the room, which is the greatest thing of all and take notes. When I was in that room and watching this training program, I noticed a big hole, a big hole in all these programs and that was that all these training programs taught people to mentally focus on closing the sale.

What they did not teach you to do was how to build trust first, how to execute that and that was the missing piece that I realized help me uncover this whole idea.

Michael: Why does the trust issue have to come before closing the sale? Why was that a hole?

Arrie: Well, because if someone does not trust you first and is comfortable telling you the truth on where they stand, they’re going to pull you down what I call a chasing game which is they may show interest. They may say it sounds great. Yes, we’re interested. But, in reality, they may not be.

So, what happens a lot of times the sales people get very excited when they get a prospect that says they’re interested, they assume that what they’re hearing is absolutely accurate and true, and then when they call the person back and get their voicemail, and never get a callback, they wonder what happened, why they got stuck.

What I found in my experience is that salespeople in general, people who sell who’ve exposed the old way of selling, when they mentality only focus on the outcome, then what happens is all their words and phrases and all the momentum is driven by that, and people on the phone pick that up a mile

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away and this sets alarms off and they pushback on the sales person. That’s where the whole conflict begins.

Michael: Okay, before we get into some of this, all this learning, all this learning, all your experience with UPS, with Qualcomm and being able to sit like a fly on the wall and watch these large dollar sales training programs, after you’ve designed and engineered your own unique program from learning all of this. What’s the big promise that a listener maybe who comes to my site, how are they going to benefit from maybe listening and using any of your products or ideas or techniques that they’re not going to find anywhere else?

Arrie: The major benefit is removing the fear and the mental reluctance of making the call. That is the biggest issue that everybody in sales has right now.

Michael: They can’t stand it. They would rather eat glass.

Arrie: It’s like a 10,000 pound weight. There’s a mental block, and let me tell you cold calling the old way can be psychologically traumatic because you’re being personally rejected. You’re doing what you’ve been told to do. You’re playing a numbers game, and every call you’re getting pushback. You wonder why this feels so bad.

It’s literally inhumane and the issue is not the performance of the person who’s calling and it’s not your product. The problem is the approach. The approach is outdated. It’s old school, and it triggers the wrong impression.

So, what I’m suggesting is that people can actually make calls in a comfortable manner as if calling a friend and without being rejected.

Michael: But, I’ve pounded the phone, and isn’t it true that if you’re tough and you just let it roll off your shoulder and you pound the phone, you understand that if you do your numbers maybe one out of twenty may end up being good, and the ones who reject you, you just blow them off and just move on. Is that still somewhat valid?

Arrie: It’s completely valid. It’s your personal choice. You can choose that manner of being tough and getting beat up and feeling good about, and squeezing out a couple sales a day. Absolutely, that’s been happening right now in hundreds of companies all over the world. The issue is that that’s not the only way.

There’s a much more efficient, much more humane way of calling people. It’s simple a personal choice. Do you want to continue to be beat up like that, or do you want to make friends and build relationships and actually make sales the easy way?

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Michael: Before we get into specifics, do you have some case studies or some stories of maybe some of the people of what they were experiencing before and after using your system? Can you talk about some of the success they’ve had?

Arrie: Sure, I’ll be happy to tell you one story with a gentleman named Bruce who actually was a teacher. He got laid off from being a teacher, and he went into insurance sales. He called me in tears. He was so fearful of making that call, anticipating the rejection.

Michael: Had he started yet?

Arrie: No, he hadn’t started. He just couldn’t pick up the phone because his only mental experience of selling was the phone calls he gets at home every night. So, what he did not want to be and nobody wants to be is that stereotype that everybody hates so much, that negative selling stereotype.

So, he was afraid and fearful that if he would start making calls, he would sound like those people even though he wasn’t like them. It’s like this role reversal.

Michael: Yeah, that’s true because I’m just thinking from my perspective I’ve made thousands of calls, but there are a lot of people out there who’ve never made a sales call and the only thing they can relate to are the terrible telemarketers calling you during dinner time.

Arrie: Therein lies the core blockage. See, people associate selling with that negative image. That’s what scares everybody away. What they don’t know – they’re not aware that the whole different mindset is a different way of looking and thinking and doing this that’s pleasant and productive.

Michael: So, he called you and you worked with him a little bit and he ordered some of your products.

Arrie: He bought the program. I worked with him personally, and what we did was we basically helped him sort of detox from his old way of thinking and provide him with actual tools and words and phrases and a new mindset to help him approach the call in a way where he’s not selling.

Instead he becomes a problem solver, and that’s the mental shift that’s taught in the program to sort of shift mentally to that mode, and then to have a strategy to enter that call in a way where you’re not pitching your solution. Instead, you’re actually addressing the issue that your solution solves for the person you’re calling. It’s a different way of thinking.

Michael: So, how did that go when you started making calls with his insurance?

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Arrie: I’ll tell you, he actually was nice enough to leave me an audio message. It was radically amazing for him. He was able to make calls and get appointments with such ease, he was in complete shock. He even told his wife that he looked forward to making more calls. So, it’s a complete transformation.

The funny thing is most people don’t believe it’s possible because they’re so used the negative mental effect of calling and the rejection, they just do not believe it’s possible. But, if you change your mental mindset, and you have an approach that does not create sales alarms to go off in the person’s mind you’re calling, you’re going to have pleasant conversations and be extremely effective without being aggressive.

Michael: Okay, that’s great. Can you give me another story, any other case studies of any of your clients that really stick out?

Arrie: What’s interesting is I’ve got case studies from almost every industry possible from software to selling furniture to coaches, and what’s interesting about these case studies is that what people discover is that it’s not about what they’re selling. It’s about how they’re selling.

I’ll give you an example. I had someone just a few weeks ago purchase the program, and it’s a husband and wife who basically opened their own record label. He sells music, his own music actually, and he came from the old school way of selling – the numbers game, basically being aggressive on the phone, closing his eyes and hoping it works. He just absolutely hated the idea of doing this again.

Here he was, created a project for himself, and he wanted a much more comfortable way of approaching people. So, he bought the program, and he likens this to his creative way of making music in a way where you can actually connect to people in a natural way without a linear step by step script. He’s actually having complete success because he’s able to be himself, speak his own words, and not be scripty and still make the sale.

Michael: Can we do a case study? Can I give you a specific situation that I liked to get your help on?

Arrie: Yes.

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Michael: For instance, I sell consulting services, and one method that I would teach somebody is to buy leads from Information USA, probably of manufacturing

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companies within a geographical area right around San Diego or wherever they’re located, and the business is doing between a million and five million a year in gross, and I have the name of the owner.

So, what would you advise if I’ve got my list in front of me, I’m getting ready to pound the phone and the goal is to see if I can identify a prospect who’d like to grow their business, who is in pain and would like to grow their business through a new approach in marketing without having to spend more money on advertising.

Arrie: Well, there’s a mental process that we have to go through first. Let me ask you a question. What would you say would be the major problem that you help probably with your solution? I’ll ask that first.

Michael: The major problem would be to help them get growth with low-cost, inexpensive marketing methods.

Arrie: Growth means what?

Michael: Let’s say more money for the business, more sales, more gross profit.

Arrie: What I should tell you right now because of the coaching classes, what I’m trying to do is help you articulate specifically at a tactical level what he gets for your solution.

So, sales in general would be a little abstract. What we talk about is more inbound leads, more phone calls, obviously more revenue. I’m trying to cover the right wording to really be much more tactical.

So, what you’re saying is your marketing solves the problem of him being able to generate more sales and more revenue, right?

Michael: Yes, that is correct.

Arrie: Okay, so that’s the problem that we solve for them. So, traditionally if I was coaching you and I was an old guru, I’d say to you, “Look, make a phone call, build some rapport, and give a pitch about what you do.” Right?

Michael: Right.

Arrie: And, get their attention and hopefully it will keep going from that point.

Michael: Right, I may say, “This is Michael with Michael Senoff Consulting and the reason I’m calling is I’d like to know if you’d be interested in growing your business without having to spend more money on advertising.”

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Arrie: Right. Now, let me ask you a question. If someone calls you on the phone and says, “Hi, my name is Michael. I’m with XYZ Company. We do this.” What goes through your mind in a couple of seconds?

Michael: I know it’s a salesperson.

Arrie: That’s right. So, we don’t want to use that approach because the minute you say, “Hello, my name is”, it’s over. The minute it’s in the mind, you’re fighting a battle which is very difficult to win.

So, what we teach is a different way of thinking. We teach our goal that first call is to not get the appointment first. The first goal of that call is to diffuse the pressure from the call, remove the suspicion, built the trust.

The way you do that is you begin the call with – and it’s all laid out step by step in the material – but, you begin the call with, “Hi, my name is Arrie. I’m with XYZ Company”, and the first thing you say is, “We haven’t met yet.”

Michael: Okay, “We haven’t met yet.”

Arrie: Because what do you think that does to the conversation? What does it help the person do?

Michael: It helps them relax.

Arrie: It helps them relax, and you’re big enough to let them know that you haven’t met yet. You’re removing some of the suspicion because they’re probably wondering, “Who is this guy?” Right?

Michael: Yes, so you’re answering their question.

Arrie: Yeah, there’s a lot of psychology here. It’s important to breakdown for it before you move forward. It’s important to build that conversation the way that does not trigger the wall.

Michael: I’m going to do this no matter who answers, secretary, owner or whatever.

Arrie: That’s really your contact, I mean your call-in contact, have the name of somebody. In respect for them, it’s just normal conversation that we haven’t met yet.

Michael: What if I get a gatekeeper?

Arrie: That’s a separate scenArrieo.

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Michael: So, this is if I’m talking to my contact.

Arrie: Yeah, like you said, you have a name of someone to call, right? You would just basically say, “My name is Arrie. I’m with XYZ Marketing, and we haven’t met yet.” Let conversation sort of level out a little bit there.

Then we’d say, “Maybe you can help me out for a minute.” That’s what we say next, “Maybe you can help me out for a moment.” Typically they’ll say, “How can I help you?”

Now, the delivery is very important here. I’m not become aggressive. I’m not going to be excited. It’s going to be a very relaxed entry point like this, “My name is Arrie. We haven’t met yet, and I’m with XYZ Company. I’m hoping you can help me out for a moment.”

Michael: Okay, how can I help you?

Arrie: Right, that’s what happens almost every single time.

Michael: Wow, that’s great.

Arrie: Because you’re drawing them into you. You’re not pushing back with, “Hi! My name is Arrie! Do you have a couple seconds?”

Michael: Yeah, exactly. That’s good.

Arrie: It’s over.

Michael: You’re right. That’s true.

Arrie: So, we’re completely unaware of how we’re being perceived and how we’re being received by the person. Sixty seconds is broken down into a four hour program for a reason, because there’s so many elements that we haven’t thought of that would actually cause the rejection to happen.

So, anyway, we move on. He says, “How can I help you?” Then, we move directly into the problem statement. So, then I’m going to say, “I’m just giving you a call to see if you’d be open to some different ideas on how to bring in more sales into your business.”

Michael: That’s great.

Arrie: Now, what have I not done there?

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Michael: You haven’t pushed anything on me. You’re asking his opinion, or you’re asking if he’s open. You’re trying to identify his openness.

Arrie: I haven’t made a pitch. I haven’t told him what I do. I haven’t pushed. I didn’t even say, “If you’d be interested”, did I?

Michael: Yeah.

Arrie: You never use sales words like, “would you be interested”. They’re all overused.

Michael: You got rid of that. So, you just said, “Would you be open?”

Arrie: Would you be open to some different – not new ideas. Why not new? Because every salesperson in the world says new and improved, right?

Michael: True.

Arrie: Every single word that I’m using now is chosen for a reason. It’s designed to detach any wording that might associate you with a negative stereotypical salesperson image. And, that’s what we breakdown. The program is a word for word way to approach people that’s natural and engaging without a pitch. So, I’m doing the call here identifying the problem not the solution.

So, anyway, what typically happens is you get one of two responses. You get, “What do you mean?” Or you get, “Who’s this?”

Michael: You get one or the other more than the other.

Arrie: Well, it depends how – if he delivers in a natural way, they might say, “Well what do you mean?” And, that gives you permission to move forward in terms of being more specific about what you do.

So, in your case you might say, “Well, what I mean specifically is looking at a different marketing strategy that’s probably you a lot less than you pay now, and giving you much more sales.”

Michael: Okay, tell me more.

Arrie: Okay, so this is what we’re looking for. What we’re looking for with this approach is “Tell me more.” “Tell me more” “Tell me more”, because you’re slowly creating a conversation, not bombarding them with so much information in the pitch. And, you’re giving them a chance to breath. That’s the whole point. This is a two way dialogue, not a one way pitch. That’s why this is a natural way of calling people.

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Let’s just say he says, “Who’s this?” You simply just sort of say, “I’m sorry. My name is Arrie. I’m with XYZ Company, and I’m just giving you a call”, and go right back to the same problem statement. You don’t give him tips about what you do. You just go right into, “What we do is we help companies with different ideas to bring in more revenue and sales to the company.”

You mentally stick on their issues, on their problems, because as premature as to offer a pitch about you until you first have acknowledgement to the issue they want to solve.

Michael: So, that’s pretty much the rule. Make sure they acknowledge the issue that you’re going to solve for them before you get into you.

Arrie: Exactly. That is the mindset. The mindset is to focus on them and not you.

Michael: That’s important because they don’t care about you. They want their problem solved. That’s what you’re there about.

Arrie: Exactly, but traditional thinking suggests the opposite. When we go to companies and we’re hired, we’re taught to do what? To be an expert on our product and then start talking about it. They have been taught to think from their point of view. That’s the big conflict is that if you’ve been taught the traditional way, your confidence comes from your product knowledge not from the ability to generate the conversation from their point of view, and that’s what we provide is an expansion of people’s mindsets to help them generate the conversation in a natural way.

Michael: All right, and this strategy can be used for any product or service all across the board.

Arrie: Anything because what we don’t do here is focus on what you’re selling. We focus on how you’re doing it, and then we design a problem statement around it. It’s designed to test your solution.

So, there’s two steps. There’s a mindset. Then, there’s the languaging or the words and the phrases that are targeted towards a problem you’re supposed to solve.

Michael: Now, obviously it’s not going to work a hundred percent of the time, but it’s certainly going to work a lot better than the old way. Give me the negative side. Where do you hear the rejection come up and how do you teach people to handle that?

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Arrie: Well, I do have a whole section on objections, of course. There will be some resistance with some people. People are just so numb and so sensitized to these sales calls, no matter what you say there might be some pushback. There’s no hundred percent perfect exact method that’s going to work every single time. It reduces the likelihood of any objection and pushback on the phone because what was doing wouldn’t trigger that.

So, I do have a whole methodology around how to diffuse objections that we can talk about if you like.

Michael: Yes, let’s talk about it.

Arrie: Okay, so let’s talk about some common ones that probably everyone can relate to. Say if someone says to you, “Michael, we already are using another marketing method.” Would that be a comment?

Michael: Absolutely, yes.

Arrie: And, what would you say? Just in your opinion, how would most people respond to that typically?

Michael: Most people would probably just say, “That’s great. Can you tell me how are they working for you?”

Arrie: That’s right. Okay, so what we’ve been taught to do is to overcome the objection, right? That’s what we’ve been taught to do is sort of cleverly overcome it to get passed it.

Michael: Right, by asking questions trying to get a hook in to overcome it.

Arrie: That’s right, but what’s the risk if the other person does not feel you’re hearing what they’re saying as to be true?

Michael: They’re going to build resistance and they’re going to be frustrated and they’re going to stop listening to you.

Arrie: That’s right. So, we’re creating more pressure by overcoming what they’re trying to say. That’s the real problem. That creates more pressure on the situation.

We teach a whole different way of looking at objections. What we teach is to first diffuse the objection, and reopen the conversation again.

So, in this example, how we handle this is if someone says to me, “Arrie, we’re already using another vendor.” What I’d say is what you always say

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whenever you get an objection. You always say, “That’s not a problem.” That’s the first thing you say is, “That’s not a problem.” That helps the moment breath for a second. “That’s not a problem.”

Then you say, “I wasn’t calling to replace who you currently have. I was just calling to see if you’d be open to some different ideas that you may not have now.”

Michael: That’s great because that does answer his real objection.

Arrie: Right, what I’m basically saying is, “Look, I’m not going to rip out what you have. That’s not my goal. My goal is to generate a conversation with you to see if you’d be open to the different ideas.” That’s how we handle objections.

We have every single objection written down with a response in a way that diffuses it so there’s no tension and no pressure. So, you can reopen up again to really get to the truth of where everything stands.

Michael: Let’s do another objection. What’s another real common one?

Arrie: Another one might be the budget. That’s always a pretty common one. “We don’t have the budget for it.”

Michael: Yes, let’s do that one.

Arrie: Okay, again, if someone responds, “We don’t have the budget.” Of course, we teach to always, always, always begin responding with, “That’s not a problem.” That’s kind of funny. There’s no problems, right?

Michael: Right.

Arrie: Believe it or not, by just saying, “That’s not a problem”, it sort of disarms the person. You have a chance to kind of calm the moment down a bit. So, what you would say is, “That’s not a problem. A lot of our clients did not have the budget at first for this. That’s completely common and that’s why we have come up with a business case to help make a justification for it. Would you be open to some ideas around that?”

Michael: There you go, back to “Would you be open to”.

Arrie: Yeah, so if I’m offering solutions, I’m not overcoming their objection. I’m acknowledging their objection to be true which is so rare because we’re used to going right past it and overcoming it, trying to beat it, and that’s the problem. That conflict creates the pressure on the conversation.

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Michael: Let’s do one more because that’s excellent. What’s another real common objection?

Arrie: A real sticky one is “Your price is too high.” Is that common?

Michael: Yep. So, you say, “That’s not a problem.”

Arrie: Exactly! That’s the first thing. “Michael, your price is too high.” So, the first thing you say is, “That’s not a problem.” Then, what you say is – again, the goal is to validate what they’re saying to be true from their point of view. So, what you say is, “You’re absolutely right. You’re absolutely right that the price can be perceived as high if you haven’t yet had a chance to use the program, yet. You’re absolutely right. Would you be open to some different ideas on how to make the pricing work for you in a way that feels comfortable for you and meets your need?”

Michael: Yeah, that’s excellent. So, you’ve got every one of these objections, you’ve got all this stuff scripted out in your course.

Arrie: The course contains every imaginable objection possible. It’s a methodology route in the mindset and the wording.

Michael: When did you start putting the course together? When did you get the idea that, “Okay, I’ve got this training with UPS, with Qualcomm. I succeeded in doing direct sales through your software company.”?

Arrie: About four years now. It’s been four years it’s on the market. There have been thousands of people using it, and it has a life of it’s own now. What I’m getting is a lot what I call “sales refugees” – people from the old school way of thinking who are just tired of getting beat up on the phone, and they’re all coming this way because they want go back to what’s most natural for them to be effective without being aggressive.

Michael: Have you seen anything else out there like it? Like all the sales guru, the stuff I grew up on – Brian Tracey and Zig Zigler and all those guys. Are they still pretty solid on their opinion?

Arrie: I like Brian Tracey a lot. I think he has some really good stuff. I have a lot of his programs. He actually endorses me. I’ve got to say out of all the gurus out there, he’s got some of the best stuff because it’s not aggressive, but it’s very intelligent.

But most people teach because they say, “Look, don’t be salesy, don’t be pitchy, think positive, and accept rejection as normal.” They try and explain how to sell, and what they’re missing is how to build trust. They don’t have

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the words and the phrases and the psychological framework to enter that first call.

If you look around the market right now, you’re not going to find too many people who teach how to break that 60 seconds down into a method that’s natural and comfortable and does not create rejection. That’s the missing piece that no one has created yet, and that’s what makes it so successful.

Michael: I’ve got some bullets here from your website. Can we go over a couple of these?

Arrie: Sure, yeah.

Michael: Okay, I’ve got “Asking questions doesn’t guarantee the truth.” What does that mean?

Arrie: Well, a lot of the old school corporate programs teach when you make a phone call to someone, the first thing you do is start asking them questions about their business like, “How long have you been in business?” “What are your problems?” You kind of go on a fishing expedition. You try and get the information from them to see if you’re a good fit with them or not.

The problem with that is people don’t have the patience or aren’t willing to share with you the truth about their situation if they don’t know who you are and trust you yet.

So, this old school method of just calling and start asking questions about their business to identify the problem is outdated and creates an issue because people in most cases are not going to tell you their problems unless they trust you first.

So, what we teach is deal with the call already knowing their core problem. The way you get that is you think about why people have already bought your solution and think about three core issues that your solution solves and use those to call, and that’s what we have is a methodology to convert your solution to their problem statements.

So, that statement about asking questions getting the truth, what I’m saying is people will not tell you the truth if you’re asking questions and they don’t trust you yet.

Michael: All right, “The mindset – people not prospects.”

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Arrie: The concept there is to use a call as a conversation between you and another human being, and when you just use the other person just as a prospect, it’s detaches you from the other person and how they’re receiving you.

So, what I’ve tried to do here is connect two human beings together in a much more natural way without there being this buyer and seller tension, where someone’s trying to sell the other person something they may or may not need.

So, the idea of viewing a person as a human being, as a person, what that does is just helps the person selling to connect with the person at a much more natural level.

Just the words themselves actually help that.

Michael: Right, “Voice mail is the beginning, not the end.” How do you handle voice mail with so many voice mail systems out there? What recommendations would you have for that?

Arrie: Well, we teach a whole methodology around that, and primarily the premise of if you get voicemail and you have no other option, then you’re basically rolling the dice. You have no other way to get way a hold of the person. Look, leave a message, but you have no guarantee of getting a call back.

We do have some ideas around that. One – if you get voicemail, you can hit zero and go back to the front desk, and there’s a way to basically in a non-aggressive way identify the whereabouts of where the person is, and we teach that. I’ll use a couple of examples.

Michael: Let’s do it.

Arrie: Normally, if you’re sort of the traditional salesperson, you call back and you hit zero and say, “Hi, is Jim around?”

Michael: No, he’s tied up right now. May I take a message?

Arrie: Exactly, and then you’re stuck. So, what we do is we teach to call back and hit zero and say, “Maybe you can help me out for a method.”

Michael: Okay, sure.

Arrie: I tried to get a hold of Jim, but I got his voicemail. Would you happen to know if he’s at lunch, in a meeting or vacation by any chance? See, I’m

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offering solutions right away to help the other person guide me. What I’m trying to do here is identify where he might be.

So, in any case, one of those three questions might be the answer.

Michael: If he’s on vacation, you know you don’t have to call back. If he’s at lunch, you can call him back in an hour.

Arrie: Exactly Michael! What we’re doing is we’re extracting information to decide whether to move on or not. You see what happens is if you don’t have this methodology, when you get voicemail, automatically you say to yourself, “You know what? That’s it. I’m moving on.”

Michael: You could leave behind a great potential prospect.

Arrie: Yes, there’s where the numbers game comes from. It’s because there’s been no other ideas on how to handle this scenArrieo to go deeper in the call. People just hang up and call someone else. They’re like, “Well, it’s a numbers game.” I go, “No, it’s not.” The reason is because you don’t know a different way of handling it.

So, we have come up with a way to extract the information to identify where the person is. I could tell you there have been many instances where we’ve called in in our training scenArrieos with live sales people and the person is at their desk tying their shoe, and they missed the call.

Michael: Right. Do you have another technique on that?

Arrie: Well, we do. Along with leaving the voicemail, we teach people to basically leave on the voicemail what they would say on the cold call. So, in your case it would be, “Hi, my name is Michael. Maybe you can help me out for a moment. I’m just giving you a call to see if you’d be open to different ideas related to” – basically plug in your problem statement. You would not give a pitch about what you do.

So, we basically pour over what we come up with on the first call in to the voice mail, and those usually get more calls than the normal, “Hi my name is John. We offer this program. Give me a call back.”

Michael: Right. You say at the end, “If you’re interested, give me a call when you get a chance” Or “give me a call at any specific time.” How do you invite them to call you back?

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Arrie: We just say, “If you’re open to some different ideas, give me a ring.” The whole idea here is to leave a message that is not pitchy, not salesy. That’s the whole idea here.

Michael: Right. What’s this “fight or flight reaction” about?

Arrie: Well, that relates to objections, and overcoming them. What happens is we’ve been taught when we get resistance to overcome it or to basically bail out – fight or flight.

What I’m saying is a third option. A third option is diffuse the moment, diffuse the pressure on the call, and level it so that it’s a two way battle and we can reengage again. That’s what we teach in the program.

Michael: How about the objection, “Send me more information” where it’s almost like a blow-off? How do you handle that?

Arrie: Well, I’ll tell you most people when they get that, they go, “Great”.

Michael: And, they send it.

Arrie: Then they call it and they start chasing that person down. They get their voicemail. They’re not there. Now, there’s a chasing game which is very painful for everybody.

What would you say would be three hidden agendas behind “send me information”?

Michael: Send me information is to get rid of you without having to reject you over the phone voice to voice.

Arrie: That’s one, yeah.

Michael: He may be interested, but just send it and he’ll have a look at it when he gets a chance.

Arrie: Exactly. He may be shopping around.

Michael: Yeah, that’s possible.

Arrie: But, what he didn’t say was maybe he really is interested.

Michael: Yeah, he could be.

Arrie: And, that’s something we don’t know.

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Michael: See my mental programming that they just wanted to blow you off.

Arrie: That’s very common, and we expect that to happen. We don’t really know the truth. So, what we teach is to diffuse it and to reengage in a way to expose the truth.

So, what we say is if someone says, “Send me information”, we say, “That’s not a problem.”

Michael: Yeah.

Arrie: “That’s not a problem. I’ll be happy to send you what you might need. Can you help me understand specifically what issues are you trying to solve so I can customize what to send you?”

Michael: Oh, that’s good.

Arrie: Wouldn’t that make sense? So, we’re not forcing them to talk. We’re just saying wouldn’t it make sense to first understand what specifically you’re trying to deal with so I can know what to send you because logically it makes no sense. I might miss the mark.

Michael: Yeah, and if they’re not going to take the time to do it, it’s probably move on.

Arrie: Yes, it flushes it out.

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Michael: That’s good. All right. “Call me on Friday.” How about that?

Arrie: Oh yeah, a common blow-off. Sometimes, when you’re making a call to someone, “Give me a call on Friday”, and then guess what happens. They’re not there. But, we have created what we call a calendar relationship. It’s a concept that I’ve developed that’s very effective that you can use to book appointments with people in a non-aggressive way.

So, normally, if you’re on a call with someone, and it’s coming to an end, what you’d say is, “Well, great how about if we talk on Friday?” or “Talk next week.” And, they say, “Sure call me on Friday.” And, you hang up and they’re not there.

So, what we teach is the concept called a “calendar relationship”, and what you’d say is, “Would it make sense? Would it make sense for us to circle back

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and talk again another time and date than next week? So, we can really just reconnect again, and answer any questions you might have. That way we can not chase each other down, and just be on a calendar. Does that make sense at all?”

Michael: Okay, and you get them to agree on that.

Arrie: You get them to agree that it makes no sense for either you or me to chase each other down. So, it’s just common sense and a common respect for both people is all it is.

Michael: That’s great. How about when interested potential clients disappear? What’s this about?

Arrie: Oh, yeah, you probably had the time where you’re working with somebody who shows a lot of interest, and you go through the sales process with them. You meet them and you send information out, and it’s all looking good. Then, all of a sudden they disappear on you. They just don’t call you back.

How do you suppose most people handle that who have been schooled the old way? What do they typically do when they don’t get a call back?

Michael: They call back and say, “Hey, I haven’t heard from you.”

Arrie: That’s right.

Michael: “What’s the deal? You disappeared on me.”

Arrie: They keep chasing and they keep chasing, and that creates more what?

Michael: More stress and tension.

Arrie: More pressure. Do you see how we’ve been trained to pursue and not get to the truth?

Michael: Yes, absolutely we’ve been programmed.

Arrie: It’s just amazing how we hit our heads against the wall. I call that the chasing game, and if anyone listening to this call is chasing, I would just absolutely stop right away because there’s a different way of doing this that’s much more sane.

Michael: So, what do you do? Do you call the guy back?

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Arrie: Well, you certainly call the person back, but you don’t call to say, “Hey, I’m calling to follow up.” You never used the word “follow up”. That’s another word we need to subtract from our language all together.

So, what you do is first of all, you have to understand, we want to get to the truth where the situation stands. So, what you do is you call back and you say, “Hi Jim. I’m not giving you a call to move the sales process forward.” That’s the first thing you say. So, imagine what the person is feeling or thinking about at that moment especially if you keep pushing, right?

But, instead you’re just using the pressure here. You’re taking the pressure off the scene. You say, “Look, I’m not calling to push this forward. I’m just calling to get some feedback. I haven’t heard back from you for a couple of weeks. So, I assume maybe you decided not to move forward which is fine. Not a problem with me. I was just calling to get some feedback to find out where I can improve.”

You’re basically saying, “Look, I know it’s probably over. You are saying it’s over, and I’m okay with that. I’m not going to pressure you for yes or no. All I’m looking for is the truth of where things stand.”

Why do you think prospects or people are afraid to tell the truth to sales people?

Michael: They don’t want to hurt their feelings.

Arrie: Perfect. They don’t want to hurt their feelings, and they don’t want the person to be more aggressive with them to try to turn things around. There’s a fear of telling the truth with someone who sells.

So, what we do is we teach you to diffuse that suspicion to allow the other person to tell you the truth without him getting negative repercussions from you. And, that really summarizes the whole content.

Michael: Now, with email, it sounds like these word scripts, these answers to objections can also come in the form of emails and direct mail. Are these effective through a letter and email as well?

Arrie: Very much so. We teach a whole module on what I call the written word which is email communication because I can’t tell you how many times people use email in the sales process and kill the deal just based upon their approach.

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You’re absolutely right. We have the templates you can use and these words we’re talking about you can use as well in that email that does not come across as a sales pitch, and yes, this is all transferred across the email as well.

Michael: Sounds like you have some NeuroLinguistic Program designed into this, maybe unintentionally or intentionally.

Arrie: Well, definitely not intentionally because yeah it can be labeled that way, but I think the whole idea is we’re not trying to match or mirror anybody or try and persuade them or coerce them. What we’re trying to do is remove the tension that exists in the selling and buying relationship to allow the relationship to evolve naturally.

Michael: Let’s go over the actual product that you offer, the training itself. Can you describe what’s available if someone was interested to get the whole gamut of the training that you offer? How does it come? Is it on CD? Is it video? Give me details on what you have.

Arrie: What we’ve learned is that in order to change your mindset and shift over to this concept you have to have three modes of learning. One is the video, the visual. So, we have an online video. We ask you to watch this live training where I’m teaching how to do this way with a live, skeptical audience.

Michael: How long is that?

Arrie: Well, it’s about 45 minutes. Then, there’s the audio material which is the sequential, step by step concepts and wording to use that’s available which is about four hours or so of audio which comes online and on CD. Then, of course, there’s the written material which is also very important. That ebook form you print out, it’s all included in that master program.

We also have a coaching staff that works with you as part of the master program to work with you to really hone this to make sure this really sticks as a permanent way of being because I can’t tell you how many people who try to make this shift on their own without support end up going back to the old way because they’re so used to it.

Michael: Okay, so tell me about that support. You’ve got this master program, 45 minutes of video. You’ve got the ebook with all the word scripts and word packages transcribed out, and the four hours of audio on CD or you can listen online as well.

Arrie: Correct, and then along with that, you have access to call any of our coaching staff with questions you might have because people are going to need some help to develop the problem statements and the wording to use.

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We actually already have wording by industry over the four years we’ve collected in our database. We have languaging to use for real estate, for insurance, for software, for marketing, for consulting, for coaches. We’re going to provide that to the folks who come on board.

Michael: Do you sell that in any of your packaging?

Arrie: It comes with the program.

Michael: So, all your word language for all the industries comes with the program?

Arrie: Yeah, in the program are some examples, and then we have more in our database. We keep adding more all the time. So, basically, you have full access to all of it.

Michael: I see. So, let’s say I’m in real estate, and I want all the objection handling related to my industry. How do I access that information online?

Arrie: Through your personal coach. We have different forms. We have documents. We have audio. Usually what happens in reality is people call and say, “I’ve got these two situations that I’m stuck on.” Because mostly they can be on their own. “I’m stuck here. How do I respond to this?” Or if I’m in real estate, I’m called For Sale By Owners at their home, “What should I say after this point?”

So, we had it all mapped out already.

Michael: How much coaching time to do I get?

Arrie: We may end up changing, but at the moment, they have access on a 90 day basis to the coaching staff, and at the moment, we haven’t restricted it because we trust people to use it in good faith. So, we haven’t had anybody take advantage of this yet. We leave it pretty much open. So, you can really call your coach as much as you need to to get this down.

Michael: For 90 days?

Arrie: That’s usually all they would need.

Michael: Okay, that’s pretty good. And, you’ve got two different programs. You’ve got the Mastery, and what’s the other one?

Arrie: And, the basic, and the basic is the materials on their own with no help at all from a human being.

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Michael: Now, after 90 days, if I want additional coaching, what’s that going to cost me?

Arrie: It just depends. We’re happy to take a five, ten minute call. We’re not really strict about that. If you need an hour or so, we can bill it out. We have to adjust our rates based upon the situation, but it’s all customizable. It’s all reasonable.

Michael: All right, very good. Let’s go to some frequently asked questions. How would you say this program is different from all the other selling programs? I know we talked about it, but let’s just recap.

Arrie: Well, it’s different because the mental focus is on diffusing the pressure and building trust with the person on the phone, and to break that 60 seconds down into a way that’s stress free and to be able to make the call and to build the conversation to really determine the truth whether there’s a fit there or not on the phone.

So, the way we’re different is that we don’t just tell you, “Think positive. Make the call, and get over your fear.” We show you exactly how to deliver it in a way that’s not scripted, but is natural and relaxed.

Michael: How do I know that it doesn’t contain a lot of these same old messages that I’ve heard from the sales gurus that you hear so much about?

Arrie: Because it’s the complete opposite of that. It’s the counter to the traditional way of thinking because we don’t teach, “Go make the sale.” We teach, “Go get the truth of whether there’s a fit there or not.”

So, by removing the assumption from your mind, you’re making a call to someone in a humble manner. You’re not assuming that what you have is for them.

See, the problem is the old way of thinking is you find a target market. You find someone to call, and you say to yourself, “Man, I’m going to get the appointment. I know I’m going to get it.” And, what happens is you’re mentally focused on that end goal, and the person feels that from you and they shut you down.

So, we release you from the end goal to allow you to have a natural engaging conversation to really let it evolve in a natural way to determine together if you’re a fit or not.

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Michael: Now, can I get immediate results once I have a good idea how this system works?

Arrie: Absolutely. This is not something you have to memorize to do. This is something you can literally go online, order the program. Within four or five hours of studying the materials, you’ll make your own mental shift, and you’ll make a change. It will just be obvious to you. You’ll just realize things like the word “follow up” is a deadly word to use. You’ll stop using it right away. You’ll stop using the words, “Would you be interested?” I mean, these are immediate changes to use right away and you can get results right away.

Michael: Okay. How is this program different from prospecting programs that tell you to learn marketing from scratch and never cold call?

Arrie: Marketing is absolutely a legitimate thing to do. I do that. So, I’m not saying not to market. I’m just saying what most programs say is cold calling is dead. I agree. To cold call the old way absolutely is dead. You get rejected. It’s a hard way to go, but if you cold call the humane way, it’s a whole different world, and a much more relaxed manner.

So, I’m just saying a lot of people do not acknowledge this different way of doing it, and like you said earlier in this call, it’s almost free to make a phone call.

Michael: Absolutely. With this way and the power of talking to a person – a lot of these marketing programs out there with postcards and direct mail and all this other stuff in a lot of ways is all there because people want to avoid the pain of cold calling. Where if you just pick up the phone and call, you could be talking to your prospect right there instead of sending out lead generation pieces to have them call you. Do you see what I’m saying?

Arrie: Exactly.

Michael: Does this deal with the gatekeepers?

Arrie: Oh, very much so, yeah. There’s a whole methodology around gatekeepers. Any resistance that you get in the selling process is handled in the program.

Michael: This is very, very good. I think my listeners will be interested in this. You’re doing some great stuff. Arrie, thank you very much. For more details on this cold calling system go [here](#) or call Michael at 858-274-7851

*That’s the end of this recording on cold calling prospecting made easy. If you have any other questions, please give me a call at 858-274-7851, or email [Michael@hardtofindseminars.com](mailto:Michael@hardtofindseminars.com) for more information on this system.*

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***NEW Time Saving Service: The Easiest Way On Earth To Create A Series Of Powerful Audio Recordings For Your Own Information Product...***

**“If You Can Talk Into A Phone  
You Can Be Selling  
Your Own High Priced Audio Program  
In As Little As 7 Days...”**

*If you'd like a personalized service to turn your book, report or even just a concept in your mind into a high priced audio program you can sell as soon as a week from today then **this is the most important letter you'll ever read.** Here's why...*

From the desk of Michael Senoff

Friday, 3:30 PM

Hi I'm Michael Senoff,

If you qualify and you act immediately at the end of this report you can claim a half hour telephone consultation with me worth \$350 completely FREE of charge or obligation.

I'll give you 30 minutes of my valuable time and explain to you exactly how to turn your unique book or idea into a powerful audio information product...

I'll share with you the secrets I've learned as one of America's leading marketing consultants and CEO of [hardtfindseminars.com](http://www.hardtfindseminars.com) - the world's leading free resource of marketing audio, hard to find ads and information for marketing consultants.

I've recorded hundreds of hours of interviews with the world's leading business experts and information marketers including Jay Conrad Levinson, Carl Galetti, Joe Vitale, Herschell Gordon Lewis, Brian Keith Voiles and more...

And I'm genuinely excited about the new service I've created to personally help you turn your book or concept into a powerful easy to sell audio information product.

This audio recording service is the easiest way on earth to create your own highly valuable information product in just weeks even as quickly as seven days.

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How does it work?

**“I Call You On Your Ordinary Telephone  
And Interview You Live...  
On A Series Of Related HOT Topics  
About Your Niche Subject...”**

I record these telephone interviews and then I edit and hone the recordings to turn them into a highly professional product you can sell as a series of audio CDs, audio cassettes or MP3s you can offer as online downloads.

You don't need any special equipment.

You don't need any special skills.

The telephone in your home or your office is just fine. In fact we can even record you when you're on the road or even while you're on vacation.

All you have to do is get to an ordinary telephone.

And it gets better...

This is not some hashed up service where I throw together any old audio.

I've been doing interviews with information marketers just like you for over 6 YEARS.

And in that time I've developed a system for creating a series of 5 or more separate, high value audio recordings your prospects will salivate over.

**“Your Audio Information Product  
Will Be PACKED  
With Hot Information Locked Inside  
Your Head Right Now...”**

Information I'll find and draw out of you - often brilliant insights you've completely forgotten about or would never have even thought off without that magic you get talking to someone else.

I'll give you a guideline of what each audio will be in advance. All you'll need to do is make some quick notes (I'll explain how) and I'll do the rest.

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Nothing could be simpler or easier.

In a few weeks even a few days you'll have an information product you can sell for \$100, \$200, \$500 even thousands of dollars.

If this sounds too good to be true read closely because selling information products in the thousands of dollars is something I've been doing for years.

Ask yourself this question...

### **“Could You Be Selling Your Information Product At \$3,900...?”**

Month in and month out I sell my HMA marketing consultants system online with a \$3,900 price tag.

In the year 2005 I made over \$100,000 in sales from this HMA system alone.

What makes the HMA system for marketing consultants so special?

What allows me to sell an information product for \$3,900 when other systems are selling for a tenth of that price?

The difference is the hours of audio I make available - both to prospects so they can see the value of the product before they buy and as a hugely valuable added resource to buyers.

### **“How much more could you be charging for your information product by adding audio?...”**

You can use short preview portions of the audio I help you create as a lead generator and to get your prospects excited about the value of your information product.

Audio gives you the power to presell prospects and to massively increase the value of your information product - even into products worth thousands of dollars...

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When your prospects are listening to your voice they're getting you at full pitch sharing information that's valuable to them.

Audio helps you become more real to your prospect and helps to build your credibility.

It's like being able to talk one on one to your prospect on auto pilot.

Without lifting a finger and you can have 10, 20, hundreds even thousands of your prospects listening to your audio message at the same time.

**“You Could Be Giving  
Half A Dozen Highly Qualified Prospects  
A PERFECT Sales Presentation For Your  
Information Product  
While You're Asleep - Literally!...”**

And you can even use my audio recording service to add huge value to an information product you don't even own!

I've used audio for years to add value to other products then sell them at a premium price.

Recently I've used audio...

To sell over \$100,000 worth of Martin Howey's Topline consulting system seminar in less than 6 months. This training system was sold originally at a \$10,000 price tag then the price went up to \$15,000...

To sell over 200 copies of the Art Hamel business buying system ranging in price from \$299 to \$599 each.

The value of this business buying system and the price I could charge has gone UP every time I've added new audio.

This is the power of audio..."the more you talk the more you make!" You can literally Talk Yourself Rich! I've also used my audio recordings...

To make over \$100,000 in sales of the HMA marketing consultant system I've already mentioned...

To increase the sales and value of dozens of other products both new and used you can find at [hardtfindseminars.com](http://www.hardtfindseminars.com) covering a wide range of topics from online marketing, copywriting, barter to joint ventures and much,

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much more...

I make a very good living using audio to add value for my clients and my clients are very happy to pay me a premium in return.

Why not let me help you do the same...

Why not let me help you turn your information product into an audio information powerhouse you can be proud to sell at many times its current price...

And there's another amazing feature of this audio creation service you won't find ANYWHERE else...

The audio series I help you create and record in lightning speed will be media friendly.

If you want free publicity through radio, newspaper or in niched publications then you'll be amazed at how my audio product creation service massively increases your odds.

**“First You'll Have A Product  
That's Sexy  
And Media Friendly...”**

Second you'll be far better prepared for interviews on your subject after I've interviewed you for five or more separate audio recordings.

You could do the same...

Best of all we'll create your audio program at lightning speed...

I've done most of the work for you in advance creating a system that works like magic to create your audio information product.

I'll help you get the perfect titles for each audio and choose RED HOT subject matter in the minimum time possible.

You just take 10-15 minutes worth of brief notes before we record each audio and we're ready to go.

You don't have to worry about making mistakes or being nervous.

There's no driving or flying to a recording studio.

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You don't have to worry about editing or any technical details at all.

You talk to me on the phone like your talking to your best friend for 45 to 90 minutes and your first audio is done. Then we repeat the process at times that are convenient for you.

**“Each Audio Recording  
Will Take Less Than Two Hours  
Of Your Time  
To Put Together...”**

And each recording will be JAM PACKED with the best information I can draw out of you.

You could take months, even years to get this high quality information down on paper or on audio yourself - if you ever get it down.

But when I interview you you'll be done in a few short hours.

I'll give you the finished edited recordings in high quality wav format so you can create perfect audio CDs and cassette tapes with them and I'll give you your recordings in much smaller MP3 files ready for online delivery...

Now if you were to hire a recording studio to make five separate audio recordings it would cost you at least \$2,000 to \$3,000 then there's the editing and production costs which would cost you another \$2,000 to \$5,000.

And that's just the beginning...

To keep your recording costs as low as possible you'd have to keep you time in the recording studio down to a minimum.

So you'd want a written script with every word you're going to say.

**“And If You Don't Know How To  
Write The Way You Speak  
Your Whole Recording Will Sound Stilted -  
Devoid Of Life Or Spontenaity...”**

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You could hire someone to write this script for you - but a script for 5 audio recordings from a top professional writer...

Be prepared to shell out another \$5,000 to \$10,000...

Your other option would be to hire an interviewer to join you in the recording studio.

Apart from the expense of a good interviewer you'd need to find someone who knows how to draw out of you the high value information you need in an audio program to make it worthwhile for your listeners.

If you bring in another expert to add extra audio to your program you'll have to interview them yourself or again hire a professional interviewer.

And do you know how to prepare someone else for an interview, make sure the interview stays on track and that they don't spend the whole time giving you an empty audio that's nothing more than a pitch for their products?

Even if you do it all yourself and it works out perfectly (and I can guarantee you from years of painful experience it won't) this whole process is going to cost you at least \$4,000 to \$13,000.

It will eat up your valuable time and there's a very good chance you'll simply give up on the project half way through so you'll have NOTHING to show for your all your investment of time and money.

Or you can do this the easy way by using my service - have me prepare you and interview you by phone...

Have me prepare any special guests you want interviewed and interview them too...

**“Have Me  
Make Sure You're Creating  
A High Value  
Audio Product You Can Sell...”**

Looking after the whole process for you every step of the way including what can be a painful, highly technical editing process.

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/consulting.htm>

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You won't have to worry about any of this.

Your input will be less than two hours for each audio.

That's just 10 to 15 hours of work on your part for a massive, high value audio product you can sell at a good price - anywhere from \$100 to \$500 even more depending on your market.

Instead of the \$4,000 to \$13,000 you'd normally pay to record your own audio program I'll charge you just \$3,997 for the whole service from start to finish.

If you sell your audio program at just \$100 you'd only have to sell 40 copies to make up that low, low fee.

And you only pay me once to help you make the recordings. There's no royalties - no fine print.

The audio is yours.

Once you've paid me for my service you OWN the copyright.

You can sell your audio product over and over and all the profits are yours to keep.

And it gets better...

### **“Your Risk Free \$697 Introductory Trial...”**

If you call me or email me right now I'll let you get started with your special risk free \$697 introductory trial.

You pay \$697 up front and together we'll get your first audio recording made.

When you're thrilled with your first recording you simply pay me the balance of \$3,300 and we'll record the rest of your program.

In the unlikely event that you're NOT thrilled with your first recording I'll refund every cent of your \$697.

So you'll get several hours of my time and advice (I normally charge \$700 an hour) and you'll get to try out my recording service with NO risk at all!

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And if you are one of the first 3 clients who qualify for my service I'll also give you well over \$2,700 worth of services as my FREE gift to you including...

### **Gift #1: Audio Infomercial Value \$1,500 to \$2,500...**

To finish off your program I'll interview you and help you create an “audio infomercial” - an audio presentation that explains to your prospect why they should buy your information product.

You can turn your audio infomercial into a CD you give out AND you can have people download the audio online.

I'll even host your audio infomercial for a full 12 months completely free as part of your audio product creation package. (There is a download limit but it's highly unlikely you'll exceed it unless you're running a HUGE online business).

Imagine having your prospects listening to your perfect audio presentation while you're at the beach, playing golf or just enjoying time with your family.

### **Gift #2: Marketing Advice Worth \$700 an hour...**

I normally charge \$700 an hour for my marketing advice but I'll give you my time and my marketing expertise to help you turn your audio information product into a cash generator for you.

In the process of creating your audio program I'll give you all the help you need - many hours when you add up the ongoing advice and support as we work together.

This ongoing help as you create your audio product is worth more than you'll pay for your entire audio product creation package but it's included as a bonus in your personalized audio product creation service.

### **Gift #3: Full Transcripts Of Every Audio Worth \$500 to \$1,500...**

Because the format I use to create your audio program is designed to produce a hot easy to sell product the transcripts of your audio will be high value products too...

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You'll get transcripts of every audio completely free as part of your personalized audio creation service.

So you can print them out and sell them as manuals or reports to go with your audio program or deliver them online as a download or both.

Parts of these transcripts can also be used as sales copy for your web site and promotional materials.

EACH transcript will add another \$20 to \$100 value to your audio program.

You can even add articles and other material you've written to your audio transcripts to create high value ebooks, white papers and even hard cover books you can sell in the bookstore or through amazon.com.

You'll be the publisher and keep all the profits. Remind me when we talk to tell you how.

Converting your audio to a typed word file or pdf file would normally cost you between \$100 and \$200 for each hour of audio transcribed.

And you'd have to go through the added hassle of finding a professional transcribing service to listen to your audio and turn it into a typed word document for you.

But with my audio product creation service you don't even have to give this a second's thought.

As part of my recording team a fantastic and FAST transcribing service I've used for years myself...

You'll get your audio program emailed to you in a word file AND a pdf file. \$500 to \$1,500 value completely FREE as part of your audio product creation package.

NO hassles and NO cost!

In summary if you qualify to become one of my special preferred clients this is what you'll get...

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## **Your Personalized Audio Product Creation Service Includes...**

1. Creation of your audio program - we'll record five separate high value, media friendly audio recordings worth \$3,997...
2. Your “Audio Infomercial” to help sell your information product worth \$1,500 to \$2,500...
3. My marketing advice "as we go" worth \$700 to \$3,500 or more...
4. Full written transcripts of every audio worth \$500 to \$1,500...

A grand total of over \$6,200 value and you can get started recording your audio program for just \$697 - a tiny fraction of that price...

But before you call me to take advantage of this amazing deal it's important to understand that my time is limited and I am very selective about the clients I will take on.

The only reason I have the time to work with a few selected clients is because using audio for the promotion of my products and services is so effective at creating sales for me on auto pilot.

But I'm NOT at all desperate for business.

If you're trying to sell questionable products or services or if you've got some kind of scam going DON'T call me.

I'm not interested in any off color products or services.

Also if you think \$3,997 is a steep price to pay for recording an entire audio program instead of the fantastic bargain it truly is again DON'T bother calling me...

Ultimately if we're going to work together only will you need to be happy with me and my service I'll also need to be happy with you and the audio program we'll be creating together.

## **“I Want To Be Sure**

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**Your Product Will Make Money For You  
AND Be A High Value Product  
For Your Clients...”**

Before we go ahead I'll need to spend some time talking to you over the phone so I can give your project my seal of approval.

And I'm sure you'll have some questions you'll want to ask me too.

So I'm going to buy you a special \$350 half hour gift consultation.

If you call me or email me right now I'll buy you a 30 minute consultation where I'll help you brainstorm the quickest way for you to turn your information product into a high value audio program.

I'll be finding out if my audio product creation service is right for you and you'll discover a whole pile of tips and strategies you can use to powerfully market and increase the value of your information products.

If I think you have a product idea worth turning into audio and you're ready to take the next step then I can take your initial \$697 payment (with the full money back guarantee).

We can start recording in just days - we could even start immediately if we have enough time to get your first audio recorded.

This really is the fastest, easiest way on earth to get your high value audio program recorded.

**“Call Me Right Now  
To Claim Your FREE Half Hour  
Audio Product Creation Consultation  
Worth \$350...”**

Call me on **858-274-7851** and ask for Michael.

I'll ask you a couple of quick questions and if I think you might have an idea that's worth turning into an audio program we'll set up a time to speak in more depth over the phone.

I'll give you a pile of ideas for turning your idea or your book into a high priced audio program.

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I can promise you there won't be any hard sell.

I'm not desperate for clients or money and I'll only work with you if you're a perfect match for my service...

If you live in another time zone and calling me on the phone is a problem you can email me at [msehoff1@san.rr.com](mailto:msehoff1@san.rr.com) with "Audio Product Consult" in the subject line and I'll email you back with a few simple questions.

If you email me be sure to include your phone number so I know your inquiry is genuine.

Yours sincerely,

A handwritten signature in blue ink that reads "Michael Senoff".

Michael Senoff - CEO [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

**P.S.** If you're not using the power of audio to add value to your information products and to multiply your sales you're throwing away tens, even hundreds of thousands of dollars every year.

My audio product creation service is the simplest, most cost and time efficient way for you to start selling your audio program FAST.

But I only have time for a very limited number of clients.

If you really do have a great product and you want to give your clients the highest value information you possibly can then I'd hate to see you miss out on this chance to get your audio information product made quickly and easily.

Call me right now on **858-274-7851...**

Or you can email me [msehoff1@san.rr.com](mailto:msehoff1@san.rr.com) with "Audio Product Consult" in the subject line and claim your gift half hour consultation on how to create your high value audio information product.

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## ***A listing of my other web site and resources.***

**Who Is Michael Senoff?** Michael is a husband and father of two young boys in Southern California. He has been a highly successful marketing consultant for over 6 years. Originally from Atlanta Georgia and now based in San Diego, California. Michael works with small to medium sized companies on four different continents. He is the co-author of the book: "**BEHIND CLOSED DOORS: 21 Insider Consulting Secrets You're NOT Supposed To Know.**" (86 pages of the most revealing, proprietary secrets on the subject of business consulting that exists anywhere and the soon to be released sequel: **Advanced Consulting Techniques**. He is also the publisher of 125 audio cassette programs geared to helping marketing consultants make more money. He is a frequent host on his web site called [www.ExecutiveAudioInstitute.com](http://www.ExecutiveAudioInstitute.com). Michael is an experienced internet marketer and talk show host and a popular professional interviewer. Michael has taught 100% online around the country & around the world to more than 50,000 students. His web sites **Hard To Find Seminars** and **Executive Audio Institute** are listed in the top 1% most visited web sites in the world. Michael has also worked as a coach and advisor to other famous marketing consultants. Michael may be contacted at [Michael@hardtofindseminars.com](mailto:Michael@hardtofindseminars.com) or at (858) 274-7851 For Michael's full biography and story go [here](#)

**Site :** <http://www.hardtofindseminars.com>

**Title :** How to buy pre-owned Jay Abraham & Gary Halbert marketing books, seminars, audio tapes, videos for pennies on the dollar?  
**Description:** If you've ever wanted to buy Jay Abraham and other marketing materials but thought they were too expensive, then here's a way you can buy them at huge discounts off their original retail cost. Also on the site is 117 hour of free audio marketing advice from expert marketing masters . Here's the story. I buy and resell very hard-to-find marketing seminars. I mainly buy from a well-known seminar promoter named Jay Abraham. People who attend his seminars pay between \$5,000, and \$30,000 a seat. Each person who attends one of his seminars takes home recordings of the event on audiotape, video, CD. They also get many other bonus items. The way I started this site was I wanted to go to a \$20,000 seminar, but did not have the money. I wasn't about to pay this kind of money for audiotapes of any seminar. So I did some research and found somebody who had a set of these tapes that I wanted and I got them for \$50. After I studied them, I sold the on auction on eBay for \$1700. My business was born. I now buy and resell these rare hard to find seminars to folks who don't have the money to go to the live events. There is a ton of free marketing and advertising content, download and internet tools on this site from marketing experts like Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur

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Hamel, and many other marketing experts. This content is from some of the greatest marketing experts in the world. For more details go to the link <http://www.hardtfindseminars.com/AudioclipRights.htm>

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**Site:** <http://www.ExecutiveAudioInstitute.com>

**Title:** <http://www.ExecutiveAudioInstitute.com> offers you free rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts

**Description:** Street-smart marketing advice from marketing pros and business people who clawed their way to the top. Warning, not for the wishy-washy person who is looking for ways to make a few hundred dollars extra a week. This is an institute of learning and a shrine for serious marketing and business students only to learn how to dominate their marketplace using direct marketing and result getting advertising. It’s a site accessible to any business who wants to train their salesmen, wife, employees or customers how to get more from their business. Web and marketing rights to this huge collection (117 hours of audio content, mp3 downloads, and transcripts) is available for the asking. This includes the rights to give away for free over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Gary Halbert, Jay Conrad Levinson, John Carlton, Brian Keith Voiles, Deremiah Phillips \*CPE, Bill Myers, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts. This content is from some of the greatest marketing advice in the world. Details go to <http://www.hardtfindseminars.com/AudioclipRights.htm>

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**Site:** <http://www.hardtfindads.com>

**Title:** Hard to Find Ads

**Description:** <http://www.hardtfindads.com> is the site to create compelling advertising copy that will shatter traditions and sales records from the world’s largest editorial style advertising swipe file. This is **NOT** a course on copywriting... It’s not theory ... not a transcript of philosophical debates about which words you should include in your headline ... or not even the explanation of benefits VS features. What’s here are the **ACTUAL ADS** from the early 1910s, 20s, 30s, 40, 50s 60s and today and today (most over 50 years ago) by: On <http://www.hardtfindads.com>, you can get free access or 700 classic hard-to-find ads. Many of them are from the early 1900s. Other ads go up to the 1950s and ‘60s. A majority of the ads were found from one of the largest publications during the time. And most of the ads are in an editorial style format. An editorial-style ad can out pull an image-type ad 5-1, just because it’s editorial People are

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used to reading editorial content like a newspaper article or a magazines story. So, I’ve deemed it editorial-type advertising because it’s so powerful. It’s an idea generator. If you want to create an advertisement for your business you can go look at the ads and get great headline ideas, get great openings for your first paragraph of your letters and great example to use for your advertising. It’s the largest digital swipe file of its kind in the world. You can zoom in on the ads super-close and read every word. It’s another great free resource from Michael Senoff.

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**Site:** <http://www.ClaudeHopkinsAdvertising.com>

**Title:** Claude Hopkins Rare Ad Collection See & study 57 actual print ads

**Description:** Claude Hopkins Rare Ad Collection See & study 57 actual print ads. Claude Hopkins is known as the greatest copywriter of all times. He had a career back from the early 1900s all the way to the 1950s. There are several books out on the market by Hopkins. One is called “My Life in Advertising” and the other is called “Scientific Advertising.” These are two of the greatest books on the subject of advertising and marketing ever written. I would recommend them to anyone who wants to get a great fundamental education on marketing and copywriting. Claude Hopkin’s books talk about all his life experiences that he went through and his most successful advertising campaigns. Up until now his ads have never been found. I went out and researched with the help of a research historian and located 60 of his lost original print ads from the early 1900s. These are the same ads he talks about in his two books. These ads were extremely hard to find. It’s the world’s largest collection of Claude Hopkins’ print actual ads. I decided to share this collection with the world, so we built an entire course around this rare Claude Hopkins Ad collection. These ads are for serious copywriting students only. <http://www.ClaudeHopkinsAdvertising.com>

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