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Salesmanship Or Lies?

Part Two...

"The Fake It Til You Make It Brigade"

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This Report is a follow on to Part One -

"Salesmanship Or Lies?"

If you haven't read part one it is freely available to read or save from http://www.monthlybargains.co.uk/Salesmanship_Or_Lies.pdf

I'm not sure how brief this will be, or if I'll Ramble on as I do in some of [my newsletters...](#)

But here goes and we'll have to wait and see.

I'm writing this follow up after questions from some of the wonderful people I have on my ['Randy's Ramblings'](#).

I received some great feedback from people who are sick and tired of being told what they should buy by people who really don't know the first thing about the subject matter they are selling.

It has also been pointed out on several occasions that some forums where people go for advice will be filled with 'wannabes' who are just trying to 'up' their post count by replying with answers that are at best misleading, and at worst 'downright harmful' to other peoples businesses!

I must admit - I have to agree, In fact I've stated a good few times to be careful where one gets advice from.

And if you're using a popular forum - to spend some time seeing who the respected members are, or to limit yourself to certain sections that don't contain the free for all of *'so called experts'*.

OK - lets get to some straight talking advice for those who are interested.

This is for the people who don't wish to join the ...

"Fake It Til You Make It Brigade"

Firstly - there needs to be some explanation of that term.
It's a term that has become misused in the internet marketing arena....

It is supposed to mean and deal with...

Your Attitude - Not the Telling of Lies!

It's about acting enthusiastic until you become enthusiastic..
Or Thinking and believing you have a successful site - until you do have a successful site.

About thinking positive, believing in yourself, acting like a professional.
Treating your list of 5 as though they were 5000 of your most important customers!

Pretending to yourself that 100,000 people are about to read your report and convincing yourself sufficiently to ensure the quality of it - as though it really were going out to those numbers.... as opposed to wondering if even 300 will see it.

[Are you starting to see a difference here?](#)

I wanted to highlight the difference because this is what they '*good guys*' mean when they give this advice.

Unfortunately what tends to happen is that the advice becomes diluted...

Before you know it there are hundreds of people telling you to just tell lies until you've made it to the big time!!

That's NOT what was meant!

However - just like the stone that's dropped into a pond - once one starts the effects ripple out and reach vast numbers...

... who then believe that the only way to achieve success is by lying, being deceitful and dishonest!

So here's some news for you if that's what you thought it meant...

You don't have to lie,

and if you do it will actually be bad for your long term business!

(I'm sure there will be people that don't care and are only here for the short term anyway)

For those who never wanted to get involved with anything dishonest - I'm sure you always knew the true meaning of *'fake it til you make it'*, and only struggled with how you go about *'selling'* from your site without having the name or experience of an established marketer.

This is where I'm hoping to assist you genuine people with some tips that I sincerely hope will help you.

Sidenote: - *If you haven't read [part one](#) or been to [my blog](#) or my [monthlybargains](#) site... then do have a visit to see where I'm coming from.... if you would rather wait til you've finished reading then I'll just say here that I've had 22 years experience as a Sales and Marketing Professional dealing with Direct to Consumer sales.*

The Big Difference

Salesmanship Or Lies.....

We've established what liars do they've had 6months online and tell everyone they've been online for 6 years and are experts.

I'm sure we've all seen sites with the *'Picture of My Boat'* which coincidentally happened to be the same picture as one from a boating catalogue site :)

Same with cars and houses etc.... all telling lies to make people seem experienced and successful.

So how does a relative newcomer differentiate?

I know that many will probably be thinking....

"But Randy - If I say I'm new, no one will listen and hence I'll get no sales!"

Maybe so..... But this is where we do differentiate and use **"Salesmanship"** not lies!

Salesmanship in it's true essence isn't about having a One Time Offer, or a rising price to force the customers hand,

True they form a part of making sales..... But what we're discussing today is keeping people on your page.

Getting people to be interested in what you have to say.

The easiest way for me to try and explain will be by giving some examples of what I mean and talking you through them.... so here goes.

Lets assume that we have a graphics designer like 'Cedric' from [part one](#)..

He's been online for a couple of years and is gradually achieving some success.

From what he's learnt through his experience he is about to revamp his sales page..

So now he has a choice....

The Liar will tell him he should say things like..

"I've been online for 15 years and deal with the graphics for many large corporations - I can't name names due to contractual stipulations, but you will have seen my work all over the world, Here is a picture of my Huge office block!"

He thinks of saying this because his liar of a mentor tells him to, and he is worried that he wont get any orders if he says "I work from my bedroom and I've only been doing this 20 some months!"

This is where the difference comes in To use some real Salesmanship - we just look for the truth and highlight the benefits we do have.

So my thoughts would be to say something like..

"I've been totally focused on graphics for the IM arena for nearly 2 years now - so I know exactly what sort of graphics pull people into your page, My costs are kept very reasonable due to not having to pay rent for large offices as I have all the latest software on the pc's in my home office!"

Can you see the difference...

The first pitch was lies that will be sure to get found out at some stage. The second told the truth, and attempted to highlight the benefits of the circumstances and show them in a positive light.

Here's another example:

Lets assume we have Joe, who is writing a blog and trying to sell a top marketers (Mr X) product for the affiliate commission.

He could Fake it and lie:

"My name is Joe - you haven't heard of me because I've been underground for years making \$10,000 a week, but I've come out to tell you about my best buddy Mr X - he has a product you need if you want to earn \$10,000 a week like me... click here"

Now other than thinking to ourselves oh look another claim we don't believe... we may also notice that if Joe is new his site may not be the best design - there may be errors in the html or other coding, he could be using a free auto responder... and all sorts of other reasons why we may doubt his credibility...

However - If Joe applied the Truth with some Salesmanship.... he could have said:

"My name is Joe - I've only been doing this a while and I'm still learning loads, My site isn't the best in the world, and I know I still need to invest in some professional tools etc.... But hey One thing I have just found that's really helping me is a product by Mr X, I don't know him other than through being on his list... but he does provide good content and that's why I bought his product... I think it's really useful and it's teaching me a heck of a lot, I honestly believe it will help others like me and even people more experienced... take a look yourself click here"

See - No Lies but again ... using the circumstances Joe has - he would highlight some good reasons why people should listen to him... Because he's new, it can be a selling point. Because his site isn't the best - again - it proves he is being honest and works as a selling point, it shows him in a positive light. Because he then tells the reader he has learnt much from Mr X's product.... he is creating a desire for the reader to know what is in the report.. etc. etc.

I'm hoping the two examples above show that there is no need to be dishonest in marketing.....

**Salesmanship is all about looking at Exactly what you do have....
Then finding reasons why that's a good thing!**

If you've been trading for years - then salesmanship will talk about the benefits of your experience, the knowledge you've gained etc.

If you've only just set up - then salesmanship will talk about your new vibrant company not set in your ways ready to move with current advances etc.

If you're a big concern - Salesmanship will highlight the size and credibility of your operation.

If you're a small concern - Salesmanship will highlight your desire to give a personal service to every customer and being small enough to care.

The whole point is that there really is no need to tell lies, all that's required is to view all the circumstances and find the benefits the customer will gain from them.

Here's another tip regarding benefits:

"Sell the Sizzle - Not the Steak"

That hopefully may remind you to think of your benefits

No one buys a steak because it's a big lump of dead flesh that will fill your stomach....

.....they buy the Aroma, the Tender Succulent Morsels Practically Melting in Your Mouth, that Gorgeous Sound of the Steak Sizzling on the Hot Plate making you Saliva at the very thought of cutting into it, etc. etc.

It's no good just saying "We're a small family concern" that doesn't imply a benefit to the customer...

The benefit may be that you give individual attention to each and every customer ensuring a high level of quality and service.
Meaning that the customer is sure to get exactly what they are looking for from dealing with you - if not better!

Being a small family concern is a feature... That's not what Salesmanship is about.

Salesmanship is about the *benefit to the customer*....

Here's another example:

"Our xyz software is great - push a button and get 1000 hot keywords instantly"

Many may think that is a benefit..... **It's not** - it's still just a feature!

To truly build desire for a product and arrive at the real benefit here's my tip –

Write your benefit then tell it to yourself....

If you say **'Ah Right, that's great'**, then you may have a benefit.
If on the other hand you can say - **'So What'** - you're still at another feature.

So the real benefit of buying xyz software isn't to generate 1000 hot keywords

- it's to allow for quality time to spend with your kids in the park on Sunday,
Or to maximise your income potential by allowing for more time to promote or send out JV proposals etc....

"xyz software saves you valuable time you can use elsewhere" is nearer the benefit.

In Summary

Hopefully for those that commented on [Part One](#), This report has answered a few questions and given some useful tips.

The main point I'm trying to get across, I'll repeat again -

There is No need to be a Liar,

Simply look at what your circumstances are and find the benefits you can offer, Then use a bit of Real Salesmanship to highlight the features and their benefit to the people you are trying to do business with.

In the short term you'll have a clear conscience, and in the long term you'll gain far more credibility than any picture of a boat ever will.

Liars have a habit of "*Dropping themselves in it*" - they all get caught out eventually.

The art of Salesmanship will always stand you in good stead..

I hope you've found value in the time you've spent reading this report, and naturally I invite you to visit my sites and subscribe to my '[Ramblings](#)' if you haven't already. I'm always available to my subscribers and really do appreciate the feedback I get.

As I always advise

Only buy anything that will help get you nearer your goals.

And I hope you're Living Life with Passion, and passing it on.

Warm Regards

Randy

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