

Overcome Resistance, Eliminate Rejection, and Gain Acceptance for Your Product or Service!

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How to Overcome Resistance, Eliminate Rejection and Gain Acceptance for Your Product or Service!

Why are people initially so skeptical (cynical if you live in New York or New Jersey) to almost any offer today, and especially those that hint of, smell like, smack of or look like network or multi-level marketing? Maybe it has something to do with the overblown promises of fabulous riches, businesses that build themselves (while you're on the beach, sipping pina coladas), and financial freedom in just 90 days (or is it by next Friday?). "We'll do all the work for you." Just plug it in, sit back, and let your instant business-in-a-box vacuum up all the cash in sight. Yea, sure.

This is ghastly. The ancient rabbis warned that *theft of expectations is a bigger crime* than theft of money or material things. In no arena of business has theft of expectations been more epidemic than in network marketing. The latest edition of Money Maker's Monthly reports 95 million people have started and dropped out after losing money in networking companies. It's no wonder most people have fire in their eyes when you approach them.

To succeed in any business or career, not just network marketing, you must master your *network-ability*. It's also wise to integrate traditional business and relationship marketing with networking. Whatever your field of endeavor, become a Master Networker.

Reducing Distribution Costs = Higher Profits!

The cost of distribution drives up the price of a product or service for the buyer, and cuts down the profit to the seller. Every business seeks ways to cut the cost of marketing and distribution, keep prices competitive, and still earn a fair profit. Today, most companies use some form of networking and relationship marketing to reduce middle line distribution costs. If you attract, convert and keep customers more cost-effectively, you create more profit for the business and better service for the customer. Credibility and word of mouth will play a more vital role in the future of business development. That's what networking is.

Every Business is a Networking Business

Every business networks. Networking and relationship marketing are not unique, special or different from traditional businesses. They ARE traditional businesses. They have to get a manufactured product to the end-user by way of some network of distribution. This is Marketing 101.

The fact is, EVERY company is a networking company, regardless of the product or service it sells, or the method of distribution it uses. The opposite is also true: every networking business is a traditional business.

The object of every business is to attract, convert and keep customers. **Profitably!** With networking, you have the added dimension of duplication - your best customers become paid marketing associates, and your best

marketing associates turn into business partners. EVERY profitable business builds this way - from the customers, OUT!

As getting a customer is the most expensive part of your business, what good is it to spend a fortune to attract and convert them, then lose them after a few months or years? KEEPING a CUSTOMER is the most crucial element of long-term profit-ability. Repeat customers are the lifeblood of your business.

Focus on THIS result. You want to...
CREATE and KEEP a LIFETIME CUSTOMER!

What stops this train from leaving the station? INITIAL SALES RESISTANCE. Chances are good you don't like to sell - and chances are greater you don't like to be sold! These feelings cause us to put up our shields, build barriers and have high levels of skepticism when offers or opportunities are presented to us. Initial resistance stops most marketers and distributors dead in their tracks. To grow your business, you must get past initial resistance, and enhance your ability to gain acceptance.

Let's talk about how you can overcome resistance, gain acceptance, and imprint your message in the hearts and minds of people you seek.

13 Ways to Lower Resistance, Eliminate Rejection and Gain Acceptance!

In my tape series, *Building Your Business Through Relationship Marketing*, I outline 13 ways you can lower resistance, eliminate rejection and increase acceptance of your offer, whatever product or service you sell. Here they are.

High Acceptance vs. High Rejection

1- A Friend Asked Me to Call vs. AT&T at 6:00!

It's 6:00 p.m. and the phone rings. Guess who? Yes, it's an AT&T rep interrupting your dinner to ask you for the zillionth time if you want a better rate on long distance. How do you respond (react might be a better word)? I ask her never to call again, and tell her "I'd rather pay MORE money than hear another AT&T sales pitch." Stunned, the rep has no objection-handler to overcome the, "I'd rather pay more..." objection. I can just imagine the conversation she had that night with her sales manager?

Now, contrast that fiasco with someone calling, conveniently at 8:00 p.m., and saying very conversationally, "Mitch, Bob asked me to call you. He said you might be able to help me. Do you have a few minutes to speak?" What's the difference? Do I even have to ask? Most people are fed up and disgusted with the inconsiderate and boorish approach of most tele-marketing. Result... High Rejection! On the flip side, people are open to hearing from and helping a friend - even if it's a friend of a friend. Result... High Acceptance!

Whether by phone, mail, e-mail or fax, initial resistance is lowered significantly with an introduction. **Whenever you contact a person, find someone who can introduce you.**

2- Asking, vs. telling and selling!

While most of us enjoy engaging in dialogue and conversation, few people like to be talked at or pitched. You increase acceptance and lower resistance not by telling and selling but by asking inquisitive and direct questions. Curiosity may have killed the cat, but it's a life-saving characteristic of all successful people. Are you curious?

If you want to get people on your side, become interested rather than being interesting. There is a social expectation when meeting a person that a marketer or distributor speaks first. Your initial 30 seconds can make or break you. Craft a short 15-30 second attention-grabber like... "I'm looking for a person who... wants to be president of her own company... create another source of income... enjoy better health... help other people... control her time!"

"When I spoke with Bob, he said you might know someone who is an ideal candidate for..." Will this make a sale or convert a customer? NO! But it does open up a dialogue, lowers defenses and resistance. His response might be, "What kind of person are you looking for?"

Your goal is to connect, get attention, gain acceptance, and describe who and what you're looking for. This allows the person to decide to raise his hand and say, "How about ME?" If he is not the person you describe, he probably knows one or two. He will be more inclined to recommend them because he respects your approach. High acceptance, low resistance, and NO rejection. And quite possibly, powerful testimonials, ringing endorsements and referrals.

3- When you're ready vs. ACT NOW! The words, ACT NOW! are very compelling because this inducement engages the unconscious trigger known as SCARCITY. "If you don't get it now, it will be gone forever." We all value something more when it is scarce and time-limited. All too often, this is a fabricated emotional ploy, contrived to invent demand, heighten interest and cause immediate action. People storm Toys 'R Us just to get their hands on the last Beaney Baby. Scarcity is powerful as an unconscious trigger.

Beware of the influence peddler. Unless there is a real, not contrived, limit on an offer, product, or service, this tactic is a smuggle. Smuggling is bogus and short-sighted. You make a sale. So what! Your aim is to create a lifetime customer. You create lifetime customers by giving people the respect to make a decision in their right time frame - not yours!

When you ask people to consider investing in a business, the stakes are even higher. ACT NOW! becomes a negative force that undermines trust and credibility, and puts your entire relationship in jeopardy. Do you think McDonald's urges a franchise candidate to ACT NOW! because they might run out of million dollar franchises? They do an extensive check for suit-ability on every person who applies. We should qualify people just as carefully, even if it's only a \$39 distributorship they're buying.

"ACT when YOU ARE ready" gets high acceptance and low rejection.

4- Support People vs. Change their Minds!

“A person convinced against her will, is of the same opinion, still!” George Bernard Shaw said, *“When given a choice between changing one’s mind, and proving there is no need to do so, most people get busy on the proof!”*

You can relate? One of the most powerful things you can do to gain the acceptance and trust of other people is to support their past choices and decisions. Most of us have plenty of people in our lives ready to criticize and even condemn OUR choices and decisions. If we have someone who is unconditionally supportive, we are drawn to that person like a bee to honey. BEE that person. **Support everyone.**

Rather than try to convince or persuade, try to understand the other person’s viewpoint. If you empathize with me, my feelings and beliefs, you are on my side. If you criticize, challenge or confront me, I perceive you are not on my side - and the game is over! This is true of every interaction and relationship in life. It’s very difficult to repair a damaged relationship - it’s much easier to keep a healthy one intact.

After all, if you were in my shoes, with the same information, you might have made the same choice or decision. What’s more, it’s done and over, and it can’t be changed. But a lot can be learned - by the person who experienced it, and about the person who experienced it. Rather than trying to change their minds, or persuade them to see your point of view, align with other people’s values, beliefs and feelings.

For high acceptance, and ZERO rejection, support people unconditionally. By the way, START WITH YOURSELF!

5- **Familiar vs. Revolutionary!** Have you been involved in a revolution lately? Only 5% of buyers are early adopters - those who rush to own a product when it’s brand new. Most people follow comfortably behind - and many are downright scared to death of anything revolutionary.

Today, everyone claims their products are revolutionary and breakthrough. Parroting this mantra often raises a red flag in the mind of the buyer, usually leads to higher resistance and can sometimes cause outright rejection early on. You can change all this. **Engage familiarity.**

If your product or service is really ahead of its time, you must accept the fact that 95% of the buying public will simply not be interested -today. Because of their buying patterns, they are reluctant to be the first on the block to try anything new. And people don’t easily change their minds, or their habits. Another reason they are hesitant to embrace a revolutionary concept - to most people, revolutionary means un-tested.

Here’s how you find common ground... describe your product, service or program in stories, pictures and language familiar to them. Stay away from your industry jargon, foreign phrases, technical terms (unless you’re dealing with a highly analytical person), and any other language that might cause a person to glaze over and scratch his head. One easy way is to accomplish this is to use the **Contrast Principle.**

IT’S LIKE...and IT’S NOT LIKE!

Highlight the benefits of your product, service or program by explaining how it's like something they are familiar and comfortable with, AND, not like things that are foreign and feared. Here are a few examples:

Relationship marketing is just like recommending a good movie or restaurant, but not at all like the illegal pyramid schemes the government is cracking down on these days!

Taking nutritional supplements is like bathing your cells in anti-bacterial soap; it's not at all like the drugs and toxic chemicals that weaken your immune system and kill cells.

Investing in self-development is like investing in a stock that keeps going up, not like spending money on a depreciating asset. You get the picture.

If you want high acceptance, low resistance and less rejection, then frame your language in the familiar! Isn't this a revolutionary idea? (I couldn't resist).

6- **GAP Control vs. Stimulus ---> Response!** Finish these statements...

If I'm not right, then I must be _____!

If something isn't good, it's _____!

If it sounds too good to be true, ____ ____!

Cross at the green, not ____ _____!

What do all these statements have in common? You can finish each sentence with a high degree of certainty that you have the "right" response. In gaining acceptance, and limiting resistance and rejection this is a HUGE obstacle.

Most of us react to stimuli around us - we don't actually respond. Did you ever hear about the difference between a human and a rat? After a rat discovers there is no cheese at the end of the maze, he will go back and choose another path. We humans tend to keep going down the same road thinking "maybe this time the cheese will magically appear." We are creatures of habit. One of our strongest habit patterns is our response to certain stimuli that trigger an automatic, unconscious, knee-jerk reaction.

Back to the example of the 6:00 p.m. call. When the phone rings, and the cantankerous voice on the other end says, "Hello, Mr. Axelrod, how are you this evening?" how do I respond? Probably, just like you. "I'm not interested!" It's not a response, but more a hair trigger reaction. "I'M NOT INTERESTED!" Click!

This reaction is known by a famous study. **Pavlov's _____!** Gotcha! We're so conditioned to our past, we often respond in the present with an unconscious, instant and automatic reaction. **Stimulus ---> Response. Pavlov's ---> _____!**
"How are you tonite?" ---> "***I'm not interested!***"

And so it is with almost every offering, especially one which brings up old wounds and bad experiences. How do you overcome this gremlin and cause a NEW, FRESH response?

GAP CONTROL = Change the Stimulus!

We cannot control another person's response, so focus on changing the stimulus. In between stimulus and response, there is a gap - a split second when she unconsciously scans her memory bank, and locks on a similar stimulus. This all happens unconsciously, and so quickly, that if we don't control the stimulus, the response will be automatic. POW! She reacts, and blurts out a deeply grooved and uncontrollable response.

Research validates that the first 30 seconds of any interaction is vital (notice the length of an average TV commercial is 30 seconds). Our reactions are based not in the present, but on what happened in a similar past situation.

You control the GAP by altering the stimulus. Here are a few ways...

1- **Ask a question before you make a statement.** Statements and declarations can cause conflict, especially if the person doesn't agree, heard it before or was burned in the past when someone else made a similar statement.

Ask questions like these... "Have you been in your own business? How did you do? Are you one of the 95 million people who have lost money in a home-business? What did you learn from your experience? What was the smartest business decision you made? Would you be reluctant to try something again if it didn't work out before? Would you distribute a product through network marketing?"

The key is to create a dialogue, and to control the S-->R GAP so that his attention is focused in the present. You don't want the response to be an unconscious, conditioned, knee-jerk reaction. Practice this. Come up with three or four different GAP control questions.

2- **Use familiar rather than revolutionary or breakthrough.** Remember, anything that bypasses the conscious and stirs up a negative unconscious reaction to a past experience will create high resistance. A good idea - start with something familiar, positive AND successful. This gains initial acceptance, creates common ground and forges an early bond of trust.

Big image advertisers like Coke, Pepsi and Bud aren't trying to convert non-buyers into customers. They're cementing the bond they already have with their existing customers. Who doesn't know Coke, Pepsi, or BUD? These companies advertise to forge a deeper imprint in the minds of those they already serve, not to convince fans of Evian to drink Bud Lite.

Use the FIVE QUESTIONS OF SERVICE with your customers (call 1-973-736-1304 or email <mailto:mega-referrals@axelrodlearning.com> for my special report, *How to Get Powerful Testimonials, Ringing Endorsements and MEGA-Referrals*). This process deepens a customer's commitment, and makes it much easier for you to approach new prospects with high acceptance via testimonial, endorsements and referrals. Third party referral or endorsement is THE best way to lower resistance and rejection, and gain acceptance.

3- **Be curious.** Wonder about the other person, rather than focusing on your outcome. You alter the results in your life as you open up to and develop curiosity. “I was wondering...” is a good way to break the S--->R recorded message and open up a stimulating conversation with another person. Even if you’re not naturally curious, practice it. It will serve you well in the world of business and all areas of your life.

“I was wondering, do you have a few new ways to overcome resistance and gain acceptance?”

7- **Control vs. Chaos and Confusion!** One of the biggest shifts in business this decade has been the transfer of control of information from the seller to the buyer. Never before have consumers been so informed, educated and enlightened to their range of choices and alternatives.

That’s the good news. **The bad news...** with so much choice and control come chaos and confusion. There are nearly 2,000 companies from whom you can buy life insurance. How can any company actually claim to be the best? How can any buyer actually compare and really know the differences? You can’t.

How do we choose from among too many options? We turn to a trusted advisor who can help us sort out our choices and make an informed decision. We seek someone to support and guide us - then we go inside, and decide. In the old world, the salesperson had all the information and most of the answers. He was in control. Sales training actually taught the seller to control the interview. The buyer is a spectator, not in control. This is old world thinking.

How do you feel, and what does your mind tell you to do when you are confused, chaotic and out of control? Chaos and confusion create fear, and decisions made in a fearful state of mind are not usually sound, nor informed. Fear causes inertia. What kind of decision will you make? If you’re like most people, when you feel this way, you make NO decision at all!

The solution! Ask her objectives, priorities, goals and aspiration - learn about her fears, apprehensions and past experiences. Be in sync, in rhythm and in step with her buying cycle. Nothing lowers resistance and gains acceptance more than aligning with her readiness to act.

For high acceptance, give control to the buyer.

8- **Destination, Benefits vs. Vehicle, Products!** You’ve likely heard the old business adage... people buy benefits, not facts and features. People want to go somewhere - the vehicle they take is often secondary. Customers want to see the value and feel the benefit of a decision - they often don’t care about the product.

It’s all too common to hear marketers explain their offer in seller’s speak. **Seller's speak = vehicles and products. Buyer’s language = destinations and benefits.** This creates more resistance than is necessary, and sometimes it causes outright rejection.

Turn this around today. Start right now. Speak about their destination, not your vehicle. Talk benefits they want, not your products. This is not easy. We are so excited about what we do, what we offer, what we're committed to, that we often overwhelm and overload others. We blow 'em away with our exuberance and enthusiasm. This is good, provided we can restrain it just enough to control the GAP.

People love enthusiasm - literally, "God from within!" Excitement is infectious and contagious. But over-exuberance can create barriers to acceptance and raise an eyebrow (and not just in New York or New Jersey). Why? Remember, Stimulus > Response. Missionary > Conversion.

We've heard so many overblown claims and false promises, and felt the sting of stolen expectations. When this emotion is triggered by an overly excited missionary zealot type (I was one), defenses and shields come up. We actually experience the animal instinct of fight or flight!

If you stir either of these reactions in me, acceptance is gone and the game is usually over. We both lose if one of us fights or, flights. Fight or flight gets triggered when you speak too much about you, your product, your service, and don't focus on my destination, my feelings and my benefits. **Do this...**

List 10 destinations you help transport your customers, and 10 benefits they experience working with you, your product or company.

The best way to do it - ASK THEM. Call 10 customers and ask Five Questions of Service from Special Report... ***How to Get Powerful Testimonials, Ringing Endorsements and MEGA-Referrals.*** Ask people about destination and benefit and watch resistance disappear.

9- Medium I Like vs. Medium I Don't! How do you like to get your information? Phone, faxed, mailed, e-mailed, audio, video or face-to-face? Use this question with EVERYONE you meet. The answer to this question will give you a decided edge in prospecting and will dramatically increase the level of acceptance you experience. Provided the person really IS interested, this question will lower resistance and rejection. It will also save you a fortune in marketing, materials and mailing costs.

Most people prefer to process information in a certain way. You may have life-changing information for me, but you if you don't give it to me in a medium I like, I may never benefit from your knowledge and wisdom. If I don't have time to read, and you send me a 20-page letter, it's likely to sit in my IN box for a long time. If YOU send ME a video, you might as well fuh-get-abot-it! I don't watch my own video tapes, and I record them for a living!

"What's your preferred medium?" Ask and your materials are given a higher level of attention, priority and acceptance, that is, provided you also ask, ***"How important is this to you? When will you actually review this information?"*** Direct? Yes! Effective? Highly! Try this out this week.

By the way - just in case you can't deliver it by video, audio, e-mail or the internet, find out their second choice! If you want to break through barriers of resistance and gain greater acceptance, find out what people want and the medium they like information delivered.

SUGGESTION... Expand your marketing materials to include as many mediums of delivery as you can. If you provide more mediums - mail, audios, videos, e-mail, fax-on-demand, internet websites and voice mail - you gain a distinct advantage over those who don't. In the information age, it's not always the finest product, service or company that gets the business - it's often the one that provides the best, most timely, and user-friendly information that wins.

“How do you prefer your information?” How about delivered to your e-mail box? Call us today at 1-973-736-1304 or email <mailto:join@axelrodlearning.com> to get YOUR FREE subscription to SuccessXpress™!

10- Purpose and Passion vs. No What! or Why! If you want to get VERY HIGH ACCEPTANCE, find out early on what a person wants and why she wants it. Presenting your story, or pitching your product or service too early heightens resistance and cuts off dialogue. Marketing and selling in the 21st century are about dialogue and interaction, not one-way communication.

You can match your offer to a person's situation most effectively when you know her purpose (what) and discover her passion (why). I doubt you would object if I genuinely tried to help you get what you want. If my product or service IS a vehicle that can transport you, you'll be far more open and receptive to it if you feel I know where you're headed. You'll be accepting of me if I am respectful of you. I demonstrate respect and honor you by finding out your purpose, mission, destination and where your passion is. I am a trusted friend, a partner in your success, not a seller, distributor or persuader.

Why would I want to persuade you to do something you don't want to do, and try to take you somewhere you really don't want to go? This isn't influence, it's manipulation - and it's business suicide. Lead me to where I want to go, and I'll follow you forever. Try to force me down a road that takes me off my path, and I'll go AWOL as soon as you're not looking. This happens with too many customers and far too many prospects. More old world thinking.

If you want a useful tool to discover purpose and uncover passion, use the RAMM Formula. **Result - Action - Measure - Modify**. This is the simplest and easiest way I've found to stay on course, and to find out a person's purpose, passion and payoff. It also helps you to qualify their timetable to act, and define the next step to advance your relationship forward. **For low resistance and HIGH acceptance, use RAMM EVERY DAY!**

11- Open and Flowing vs. Closed and Rigid! As a consultant and trainer for 20 years, I notice when a company forces its people to rigidly follow a script or prepared presentation, it doesn't take long before a prospect gets fidgety and antsy. A buyer is merely a spectator whenever a seller is on a pre-determined, pre-destined track.

It IS important for new people to learn a presentation approach, and to have an outline, agenda and framework for a call, interview or meeting. Since human interactions almost never go exactly as planned, it is also critical that your presentation or approach have flex-ability built in. Again, use **RAMM** before you give a presentation.

To gain high acceptance and limit resistance and objections, engage your prospect in a dialogue that is mutually beneficial. Maintain a give and take conversation. Make sure you discuss what's most important to the other person. People disengage from any conversation in which they feel talked at, rather than spoken with. If they are not involved, or don't participate, they become passive spectators. Spectators have more time to think of reasons **WHY NOT**, rather than emotionally buy into the **FEELINGS WHY**.

As all buying decisions are emotional, with reason and logic following the feelings, it is wise for us to be open and flowing in our approach - whether on the phone or face-to-face. Being open and not staying rigidly on **YOUR** course enables you to hear, see and feel a person's buying signals, her likes and dislikes and her areas of concern.

Suggestion: Go into every meeting, appointment and phone call with an agenda. Explain **YOUR** purpose, display **YOUR** passion, and then **STOP! NOW**, ask him what he wants to add, delete or change on the agenda. This gives control to the buyer. Check his body language throughout the discussion - be certain you don't adhere too rigidly to your agenda, or stray too far from his. Create a dialogue, and encourage a positive exchange ideas and information.

Be open and flowing - you'll gain high acceptance and eliminate resistance and rejection.

12- One Key Result vs. Lesser Priorities! Every buyer has **ONE** over-riding consideration, **ONE** key result to achieve, **ONE** critical outcome to reach, **ONE** most important decision to make. If you can uncover the **ONE**, align with it, gain the status as a trusted advisor and help him get it, you are always in the game. Often, you're first in line. At worst, you're second. Find out by asking,

"What ONE thing, above all others, is the key factor for YOU?"

When I coach in the art and science of selling (really, enrolling), many people heap benefit on top of benefit, trying to overwhelm a buyer with **ALL** the reasons he should buy. More is better. I call this benefit loading. Actually, benefit loading can have a chilling effect on a buyer.

A buying decision usually comes down to ONE most important factor, feeling or criterion. If you know the ONE, and the buyer is convinced you can provide it, he will usually decide in your favor - even if some or all of the lesser factors are not met. Benefit loading can open up questions the person didn't think of, and stop progress cold. Because a benefit is important to YOU, doesn't mean it is important to HIM.

You want to uncover the **KEY RESULT**, the single most important consideration, above all other considerations. Demonstrate the value of those benefits that directly and specifically take him to his **KEY RESULT**, and you'll get no resistance. Most of us have a few important considerations and buying criteria - but we have ONE **KEY RESULT**.

Find the KEY RESULT and, as the saying goes, "You're in like Flynn!"

13- Law of Relaxation vs. Law of the Farm! Don't you laugh when you hear people drone on about how you can make a gajillion dollars with no work? "We'll grow your business for you." Better yet, IT WILL BUILD ITSELF! Ha!

Whenever I hear this poop, it saddens me to think how many people actually buy into this drivel. This theft of expectations is a blight on all good business people everywhere, and we must rally together to stamp out this scourge and the scoundrels who perpetrate it. This message cheapens and demeans the effort, struggle and hard work that success requires. Nobody I know just kicked back, relaxed, put her feet up and watched a business sprout in front of her.

Living in New Jersey, the Garden State, you'd think I know a lot about farming. I don't. But I do know about the Law of the Farm. This iron law of nature dictates the harvesting of all natural resources, and governs the cycles of all living things. A time to sow, a time to reap. We know all too well the consequences of trying to shortcut the law of the farm.

"It's not smart to try and fool Mother Nature." For the most abundant bounty, plant the right seeds (corn seeds won't grow wheat), tend to your fields and nurture your crop.

Use the Law of the Farm and scratch their I.T.C.H....

1- **Plant the right seeds.** Find out what's important to them. Give people solid **information** they can use to make informed decisions. This gives them control.

2- **Tend to them.** **Transport** them to their destination. Provide a vehicle for them to reach their outcomes and get the results they want.

3- **Nurture them.** Use the magic of **Communication** on an ongoing and regular basis to stay in touch and keep them informed.

4- **Harvest when the time is right.** If you pick too soon, the fruit is green and makes you sick. If you wait too long, it gets brown and rotten. **Help** people make the right decision in the right time frame. Respect their buying cycle, don't ask or expect

them to align with your selling cycle. When they are ready, you harvest. How do you know? Ask them, “*Are you ripe and ready? Or do you need a little more TLC?*”

Honor the Law of the Farm.

Scratch their ITCH - provide great Information, Transportation, Communication and Help. It’s really pretty simple. Provided you don’t try and fool Mother Nature!

There you have it. A baker’s dozen...13 ways to overcome resistance, gain high acceptance and imprint YOUR message in the hearts and minds of your target market. Try these today.

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