



Abraham Publishing Group, Inc.

We Goofed!

Dear Protege:

Just a few days ago, I sent you a long letter along with three other enclosures. In that letter I announced the forthcoming September 22nd and 23rd Los Angeles Sales Seminar Mitch Axlerod will be conducting for Proteges.

As a prelude to what you'd be in store for, we wanted to outline both the major discussion subjects as well as the in-depth topics Mitch is going to teach you.

Unfortunately, embarrassingly and admittedly, we made an error.

Instead of publishing the in-depth topic outline -- we published only the base category titles.

When I saw it, I realized no one would fully appreciate the exciting content of Mitch's two-day session **unless they read all the important areas he'll be concentrating on.**

So -- I decided, as a courtesy to you, to take the extra effort (and spend the extra \$1,000) to re-mail you this embellishment that tells you more about Mitch personally and contains just a partial listing of the exciting and profitable topics Mitch Axlerod will be covering at his seminar.

Who Will Lead This Seminar

Mitchell Axlerod is a nationally renowned Professional Speaker, highly successful Trainer and highly paid Consultant who has worked "one-on-one" with over 1,000 individuals and in excess of 200 businesses, ranging from sole proprietors to Fortune 500 corporations. He is on contract to one of the major financial service firms in the country to train their entire sales force.

He has delivered hundreds of powerful talks and "hands-on" seminars on the subjects of business, finance, sales, marketing and personal development to civic groups, private businesses, corporations, colleges and universities.

Selling for over 20 years and self-employed since 1978, Mitch has started or been a partner in 10 diverse businesses over the past 12 years. He has consulted with Fortune 500 companies like Johnson & Johnson, as well as financial giants Citibank, Chase Manhattan and MONY Financial Services.

Over the past 18 months, one of Mitch's consulting clients has paid him over \$150,000 in revenues. His revenues will **exceed a Quarter of a Million Dollars** by the end of 1990, just to teach what he knows about selling to their already successful sales staff.

Mitch will share with you the methods and formulas he used to produce these results. And he'll walk you through all kinds of "real-world" case-study examples so you're not merely theoretical in your understanding of how to successfully sell.

I personally encourage every Protege who feels weak or intimidated by their inability to capably sell, persuade, or influence individuals or groups, to strongly consider attending - or to at least listen to the tapes of this seminar. (More about the tapes in a moment.)

Seminar Outline and Topics

Introduction

- Psychology of Selling
- Slight Edge Theory of Performance
- Mental Laws
- Triangle of Success
- Keys to Personal Effectiveness
 - Confidence; Motivation; Enthusiasm; Self-Esteem; Passion
- Dealing with Fear; Risk/Reward; Breaking through the Comfort Zone
- Seven Habits of Highly Effective People

Personal Self-Assessment

- Strengths and Weakness; Defining your Limiting Step
- Setting Goals, Objectives, Targets
- Developing Focus...What's Your USP?
- Overcoming Inertia and Sales Sabotage
- What Business Are You In?
- What Outcome Do You Desire?

Introduction To Selling

- Six Requirements for Entrepreneurial Success
- Developing a Business Strategy
- Targeting Your Market
 - Strategic Selling; Networking; Concentric Circle Theory
- Models of Selling
 - Traditional; "New" Model; Consultative; SPIN Model
- Mental Preparation; Keys to Success

You As A Marketing Consultant

- The Role of the Consultant
- The Consulting Process
- Types of Prospects
- Why People Buy/Don't Buy
- Buyer Personalities and Social Styles

The Sales Process: The Initial Steps

- Qualifying the Prospect
- Building Trust, Rapport and Respect
- Establishing Credibility
- Getting Attention - Developing Interest
Persuasive Influences and Techniques
- Telephone Approach; Breaking Pre-occupation
- Getting the Appointment

The Sales Process: Assessing Needs

- The Questioning Process
Open-ended vs. Closed-ended Questions
- Building Desire - The SPIN Model
- Identifying Needs
Implied Needs vs. Explicit Needs
- Establishing Priorities - What's Most Important?

The Sales Process: Profit Improvement Strategies

- Communicating Ideas and Strategies
- Problem-Solving Methodology
- Presenting Solutions
- Feature/Advantage/Benefit Selling
- Objection Prevention and Handling
- Closing - Moving Client to Action

The Sales Process: Delivery and Post-Sale

- Delivering What You Promise
- Programming
- Working with Other Proteges
- Setting Fees; Retainers
- Getting Referrals, Introductions and Endorsements
- Developing a Service Mentality
- Managing Your Time and Activities

Conclusion: Taking the First Step

You have to admit that reading this overview of the two-day training Mitch has in store for you is about 100 times more appealing than reading the "yawnable" version we originally included with the promotional announcement.

In case you've forgotten, Mitch Axelrod is the sales training expert and Protege who conducted the very successful, totally "sold-out" Saturday Alliance calls a few weeks ago.

He got so many people asking him to teach them more about selling, that he originally decided to conduct a \$495, two-day training seminar.

But -- fortunately for you (and for me, too) Mitch thought to call me first and ask my opinion. I told him I thought that an intense, two-day training course was a great idea -- but I didn't want to see all my Proteges have to pay \$495 to learn Mitch's sales secrets.

I offered, instead, for Abraham Publishing Group to pay Mitch a generous fee for coming out to Los Angeles and training as many Proteges as wanted to attend -- **and all we'd charge you was our hard cost for putting the seminar on.** We won't make a dime on this. All we want to do is recover the cost of renting the room, putting the staff necessary in attendance, recording the entire event, and providing a workbook, handouts and refreshments.

So all it will cost you to attend is a mere \$95 -- and that includes a complete set of audio tapes of the entire session.

If you can't attend in person, you can have a complete set of tapes sent to you for only \$60.

By making this seminar so modestly priced, everyone can either afford to attend or -- at the very least -- receive the tapes. We hope we've done you a meaningful service.

As I said, I wouldn't have spent the extra \$1,000 to send this letter of clarification and embellishment out to you, if I didn't honestly feel that this training program was important and eminently worthwhile.

I'm vividly impressed with Mitch's ability to train you to successfully sell yourself, or to sell your clients' products or services. If your weakness is a lack of sales ability, I firmly believe Mitch Axelrod can help turn almost any Protege who's a "Sales Greenhorn" into a consummate "Sales Green Beret."

If you want -- **no, make that need** -- to become a more effective salesperson, this two-day session could really go a long, long way towards helping you realize your goals.

Re-review the partial seminar outline and topics once more. **(I think it's that important.)**

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Then, if you feel it makes intelligent sense to either attend in person or send for the tapes, fill out the enclosed form and send it back to us, or call Paula McIntosh-Strode at (213) 541-5901 to reserve your seat or tapes with your credit card.

I don't often underwrite \$400 of a \$495 seminar for 910 Proteges. I'm doing so for Mitch Axelrod's sales training seminar because I believe it's training you should probably have.

If you choose to take advantage of this very special opportunity, I feel confident it will pay off abundantly for you.

Warmly,



Jay Abraham

Post Script:

We're really trying to do everything imaginable to help enable you to gain all the skills, knowledge and confidence necessary to succeed with our training.

But -- ultimately, you've got to be the one to act. No one else can take action for you -- but you.

We've thrown you the football on an open field -- there's no one in front of you, but you've got run the distance to the goal line.