



THE SECRET TO GETTING **CUSTOMERS**

Without Ever Selling Again

BY CRAIG LEVINSON

**STOP SELLING
START WINNING**

Disclaimer

The author has made every attempt to be as accurate and complete as possible in the creation of this publication/PDF, however he does not warrant or represent, at any time, the current accuracy of the contents within, due to the rapidly changing nature of the Internet. The author assumes no responsibility for errors, omissions, or contrary interpretation of the subject matter herein. Any perceived slights of specific people, organizations, or other published materials are unintentional and used solely for educational purposes. This information is not intended for use as a source of legal, business, accounting or financial advice. All readers are advised **to seek services of competent professionals in legal, business, accounting, and finance fields**. No representation is made or implied that the reader will do as well from using the suggested techniques, strategies, methods, systems, or ideas as have others. It is presented for news value only. The author does not assume any responsibility or liability **whatsoever** for what you decide to do with this information. Use your own judgment. Consult appropriate professionals before starting a business. Any perceived remark, comment, use of organizations, people mentioned, and any resemblance to characters living, dead, or otherwise, real or fictitious, does not mean that they, in any way, support this content. There are no guarantees of income made, customers delivered, or other promises of any kind. Readers are cautioned to use their own judgment, and act accordingly, about their individual circumstances. By reading this, or any other document, the reader agrees that under no circumstances is the author responsible for any losses, direct or indirect, that are incurred as a result of use of the information contained within this document, including - but not limited to - errors, omissions, or inaccuracies.

Why we SHOULD hate selling *(psst...because it sucks!)*

The **Stop Selling; Start Winning** process will show you how to develop an amazing network of customers and referral sources. Best of all, you'll never have to sell again!

If you despise selling, then you've come to the right place.

This exclusive process will help you bring in more customers than you ever imagined. And it's quicker, more efficient, and far more comfortable than any other system out there.

Before giving you a sneak peek of what you are going to learn from this training, let's make sure we're on the same page:

Selling sucks.
It's awful.
There...I said it.

There's a reason, however, why most every "sales trainer" out there conceals that fact. It's because they're in the business of making you more comfortable with selling. They built their training programs to help you get better at selling.

Here's a tipoff:

When you see the headline, "*Why we hate selling*," that's your cue to run for the hills. Why is that? It's because that article or program will inevitably focus on these four things:

- Your lack of confidence with selling
- Your lack of preparedness in selling
- Your inability to describe the product or service, and/or
- Your "stage fright" during selling

Everything that follows will focus on advancing you in those four areas, and (*supposedly*) making you a better, more confident salesperson.

So here are two key questions:

1) Why, in the world, would you want to get better at, and more confident with, something you HATE doing?

2) Why would you want to become more skilled at something that will make you sick to your stomach when you do it?

That makes no sense. It's not productive, and it's a recipe for a career, and a lifetime, where you'll be miserable every day.

Is that how you want to go through life?

Note that my header is “why we **SHOULD** hate selling.” I make no bones about it – I find nothing redeeming about traditional sales tactics. NOTHING. It's distasteful. It's rude. In any other context, it would be considered harassment. We absolutely, 100%, **should** hate selling. That's why I teach you to how to get more customers, by adopting a method **where you are not permitted to sell**.

The three main reasons why we should hate selling:

1) It's annoying as hell.

And, as distasteful as it is for the person selling, it's even worse for the prospective customer. That's because no one, in the history of the world, has ever uttered this phrase:

"Morgan, please send in the next stranger. I hope he or she tries to persuade me to buy something I don't need, or something I already have. That will be a very productive use of my time."

Do you like people persuading you of things? Do you like strangers telling you their products or services work better than yours? Do you like strangers trying to convince you that your thinking has been wrong for years? Of course not.

Thus, as empathetic, intuitive beings, we should feel the pain of the people to whom we're selling. We should feel uncomfortable doing something that we know people will find infuriating.

And those buyers are strangers. I'll bet that it drives you even more crazy with your own family – and they love you! You don't think so? Wait until Thanksgiving. Wait for your brother, Dave, to look at the salad you painstakingly prepared, and say something like:

"You really shouldn't use Romaine lettuce; it has no nutritional value. You gotta use Kale. I use Kale in all my salads and I feel so much better."

Then, go ahead and try your best not to punch Dave in the face.

2) Rejection hurts.

When someone rejects you in a selling situation, it's painful. The same goes for job interviews, auditions, and, of course, relationships. It hurts being the last kid picked in the playground (I happen to know this one from personal experience). And it's all because we're hardwired to fear rejection.

According to Adoree Durayappah-Harrison, MAPP, of Psychology Today:

“As human beings, we are extremely sensitive to rejection, especially forms of social rejection. We have a strong motivation to seek approval and acceptance. If we take an anthropological perspective, we can see how back in the day – I'm talking about back in the 10,000 BC day – you knew that if you were on your own, your chance of survival was nil. You needed your tribe for food, shelter, and protection. Being rejected from others meant imminent death. Evolutionarily speaking, we are hardwired to form social relationships and strongly motivated to feel liked and feel like we belong.”

3) Most selling is fundamentally dishonest.

I've been both a salesperson and a professional buyer. As a buyer, I dealt with thousands of salespeople trying to persuade me to buy their products.

Did they ask whether I even needed the products? No.

Did they ask my specific needs to see whether their products or services were the best ones for my company and me? Nope.

Did they ever say, “Now that I know your problem, let me recommend my competitor, who is better than us in that area.” Not once!

That's because they all knew the answer they wanted to hear before they ever walked into my office. That answer was, “Yes, I (Craig) will buy from you.” And they did everything they could to try to back their way into that response.

Ninety-nine percent of salespeople care only about their self-interest. When they put their need to make a quota ahead of your need to improve your company, that's dishonest. Beyond that, it demonstrates a considerable lack of ethics.



This is where you need to stop, take a beat, and think through my three main criticisms of selling. I'd like you to gauge your personal level of comfort with them. It will determine whether or not this process is right for you.

Do you cringe at the thought of being that “salesy” person I describe? Would you prefer being ethical, honest, and completely comfortable with bringing in customers? If so, then this system, was built for you.

On the other hand...

Are you comfortable being a less-than-honest, unethical, royal pain in the butt? Do you lack professional empathy for others? Are you impervious to rejection? If so, you need not read any further.

For the great majority of you who are still reading, let's acknowledge the 800-pound gorilla in the room. I teach an *offline* method for developing clients, yet I use *online* tools to market it. Unlike some, I need to be an expert at both. My largest source of revenue is not my books. It's my consulting gigs at big professional services firms, medical practices, and corporations.

But Corporate America rarely hires based on online marketing. They rarely hire based on “social selling” (developing relationships through social networks). Individuals and small businesses do, but not big corporations.

With big corporate clients, I'm only getting hired in two situations:

1) I have a glowing referral from a credible person they respect, or

2) I've created an ethical, offline relationship with one or more decision makers. I'm referring to the type of relationship where decision makers:

- respect my knowledge of their industry,
- feel comfortable interacting with me, and
- feel that I always have their best interests in mind

Many professions just aren't built for online marketing. In my book, **Stop Selling Start Winning**, I use examples of a chiropractor, a lawyer, and an equipment leasing professional.

I've never gone to a doctor, hired a lawyer, or made a big money purchase based on online marketing. And there's a good reason why. If something is very expensive, I won't buy it without speaking to three happy customers. If there's a lot at stake (like my health, or a scary legal issue), I'm getting a referral from someone I trust.

My point is this:

There's a place for online marketing funnels, "social selling," and offline marketing. They're all effective in their own distinct ways. Is your goal, however, to one day offer "big ticket" (expensive) solutions? Do you want to offer high-stakes services? If so, you'll have to become well-versed in developing clients through offline marketing.

There are ten simple steps to the *Stop Selling Start Winning* program:

Step 1: Find or create an article topic as an "excuse" to speak to potential customers and referral sources. Earn conversations by eliminating the fear of an uncomfortable sales pitch.

Step 2: Reach out, by e-mail, to contacts you know relatively well (or to strangers, if you have no contacts). Request a 10-minute call to present them with your topic, and get their feedback on it.

Step 3: Have the calls and allow these experts to refine your topic with their industry knowledge.

Step 4: Get the contacts to introduce you to 2 or 3 completely new contacts, to set up even more information calls. These will all be future clients and/or referral sources.

Step 5: Get the contacts to tell you which are the most popular industry websites, publications, and conferences. This will allow you to broadcast your topic to the best possible audience.

Step 6: Get the contacts to verbally agree to keep the conversation going and to take your calls in the future.

Step 7: Reach out, by e-mail, to the NEW contacts and request the same 10-minute information call. You will change the e-mail subject and text to leverage the mutual contact who referred you.

Step 8: Have the calls with the NEW contacts, and repeat steps 3 - 6 with them.

Step 9: As your network of NEW contacts multiplies, don't forget the older contacts. Make sure the calls you've had become ongoing conversations. Do that by scheduling follow-up calls with each person to whom you've already spoken.

Step 10: Repeat. Repeat. Repeat.

Follow these steps and you'll start seeing clients proactively reach out to hire you. While the steps are quite elementary, the language you need to maximize each e-mail or call is not. The scripts I use for every e-mail, and on every call, are very subtle. They've been revised, again and again, for nearly 20 years. Each word is carefully crafted to optimize my odds of succeeding and moving on to the next step.

If you want immediate access to these scripts, consider picking up [Stop Selling Start Winning](#). This book contains my step by step training, including the EXACT process I use to attract clients.

With **Stop Selling Start Winning**, you'll finally get comfortable with customer development. You'll learn to enjoy the process – once you stop selling and suddenly see new clients knocking on your door.

Now, let me tell you exactly what you'll learn from this training:

In Chapter I, you'll learn about Information Marketing. You'll see why prospective customers embrace it. You'll learn why it creates many more new customers than do traditional sales tactics.

In Chapter II, you'll learn a few simple tricks for finding/creating a topic you'll use to build your network. Your topic can be an idea for a potential article, a blog post you're writing, or a survey you're conducting. I'll give you step-by-step examples of how to use free online tools to quickly come up with your topic.

In Chapter III, you'll learn how to create a “networking tree.” A networking tree is a targeted list of prospective customers, clients, and referral sources. I'll give you a comfortable method for setting up “information calls” with contacts. I'll show you how to set up calls that they'll actually welcome (and not take, merely as a favor to you).

In Chapter IV, I'll give you a script with time-tested questions and statements. This language will ensure that you optimize each information call. At the same time, you'll be building up your stature with each contact.

In Chapter V, I'll show you how to turn two or three existing contacts into tens, or even hundreds, of new contacts. And each new contact will be a prospective future client or referral source.

In Chapter VI, I'll show you the key questions to ensure you'll be publishing in the right places. If you choose to broadcast your topic via article or speaking engagement, you must be on sites your customers are reading or at events they're attending.

In Chapter VII, you'll discover the key to Information Marketing. The trick is guaranteeing you maintain ongoing conversations with your networking tree. I'll give you the secret to ensuring that happens.

In Chapter VIII, I'll give you modified versions of the scripts from Chapter IV. These scripts are for the new contacts referred to you. You can also use them for the rare occasions when you contact complete strangers. The revised language ensures that the new contacts will enthusiastically welcome your calls.

In Chapter IX, I'll show you a summary of everything you'll have accomplished by using this process. You'll see how you've become a person to whom clients reach out for business, instead of one who needs to sell to them.