

MASTERING

SALES

Do you know what you really need?
Set your goals, don't be afraid and go for it!

Become a Master in Sales!

EGBERT HENNEN



Master in Sales in 1 day!

Master in Sales Egbert Hennen



I dedicate this book to my lovely wife Gabriëlla . I love you!

Chapters

1. About the Master himself
2. Master attitude and behaviour
3. The Master in Sales versus bad sales man
4. Top 5 of the Master in Sales
5. Master sells always
6. Master experience examples
7. Get leads and close them
8. The Master wants to be no. 1!
9. The Master is social media!
10. Sales is not Science fiction
11. Don't be an asshole, be a Master
12. Become a Master in Sales now!

In sales we have saleswomen and salesmen, for the simplicity, I use in my book "He" or "salesguy"

Chapter 1

About the Master himself

Hi! I'm happy you're reading my book! Because you know that's time for you to become a better sales person, or even become a Master in Sales. I'm now 52 years old and I have been in sales from my 12th year. People say you're a natural born seller, but that's nonsense, because you came not out of your mother as a salesman and ask the people standing around your mother's bed by coming out of your mother with the mother candy in hand:

"do you want to buy this?!"

Nice joke, but of course not. You must like sales, people who like to sell are people who have no attitude, they just sell. They don't care if somebody say:

"NO!"

So what! Next client, that's a masters attitude, just go for it. Just as long you get a sale. That's what's all about. Sell yourself, sell your product, sell your company, just sell, sell, sell. Whole life is about sales. I knew that whole my life, that's why I have been in business from my 18^e year. Always got my own businesses. Better to get a penny from myself then 1 dollar from a boss. And what I sell, all profit is for me. I want to sell, because I want to make money. I want it all. I have my goals, always.

I started in the company off my dad and later start my own company. Just selling airconditioners and aircleaners for bars and restaurants. Door to door. I knock the door and give them the problem, make their problem bigger. Then I sold them my solution, they can save energy a lot, they get more customers, will be better for their employees and the will live longer, because all the dirt air in a bar or restaurant they will die minimal 10 years earlier than normal people. I wrote immediately an order, when they told me I have no money, I told them you will make money with this! A lot! You don't have to pay cash, 99% of our clients take a lease contract. You get all service and everything is included, new filters, guarantee and every three years you get a new machine!

So every sales is on helping the people making money and solving problems, you must be 200% convinced, then you can sell it.

After I wrote the order, I ask them, can you sign here. Sometimes they told me they want to think about it. I told them then you're not convinced!!! Oh yes I am, but I want to talk with my accountant! About what I asked them? About the decision. I laughed a bit and I ask them, but this is your business, your accountant is only for the financials, you're the boss! I think you want to discuss with him what's best cash or lease? Client: yes! Oh I say, that's simple, you take the lease first and when your accountant wants to buy it cash you can do that every month in the first year interest free, I write it down here. Please sign here! 100% people signed the contract, because they don't want to be a fool who not can make his own decisions!

So who is the Master in me? I am just a guy, I am 52 but feel myself as a guy, no grey hairs. I know that's the best way to live, do what you like, be free and make a lot of money. Making a lot of money is important for yourself, driving a big fat car is better than go by train, have a boat, live at the ocean, buy everything for your wife, family, your kids, it gives so much pleasure! when I make a lot of money, I can spend it very easy, I am an easy buyer. I made a test ride in a Porsche Cayenne, nice car, drive good. The sales guy told me, you have to try the Cayenne Turbo, is only 1000 dollars monthly more! I tried the Turbo and what do you think? Yes, I was sold. That's sales to! don't be arrogant, don't judge people just ask and listen and sell, just sell!

A always

B be

C closing!

Been there, done it all. I have bought a lot of real estate portfolios of millions without any cash, just sold myself, that money was not the issue! And when I had the contracts, I sold it within weeks for a big profit of millions. That's the way, When you buy something expensive, you have to sell yourself, when you sell it you will be in the same role. It is all about selling. I always make the decision about houses, cars and yachts, to high, I just can pay them, but because I do this, I have to make money. When I keep myself in the comfort zone and rent or buy a cheap house I will get lazy! This is goal setting!

I set always my goals far too high!

Poverty is nothing, I've been there. I don't like it, I hate it. I get grumpy with poverty. I have been in air-conditioning, real estate, franchise, capital raise, financial structures, sales training, coaching, wrote already 3 books, my first book was a bestseller, more than 500.000 books sold! It is sold in three languages Dutch, English and Spanish, **Start your own Business!** This is my 4th book. Why I do this? To show the people that everything is possible, you don't need money to start your company! You need sales and freedom, that's the real happiness! My 2th book **Be happy with to be!** My 3th book is **Natural born seller like Egbert Hennen!**

Live where you want, become free!

I live now in the Caribbean, people asked me, but how are you going to make money? I laugh about that, in these days you can live everywhere, if you can sell yourself! You can build a professional website for 200 dollars, use active social media, and start selling! Everybody can do that. The most people will not do that, because they have not enough confidence in themselves. That's what I learn people in Master is Sales in 1 day!

I'm from the Netherlands and lived all my life in the Netherlands, between the years I've lived in Spain, I had a franchise for realtors over there. I've live in Bonaire when I was 30, I sold my first company and was the youngest pensionado on Bonaire. No taxes. You must understand you have in the Netherlands 60% and still people are afraid to move to a country with lower taxes. Till 2000 a lot was deductible from taxes, but after 2000 and especially 2008, everything gets terrible, the government off the Netherlands spends to many money on people who don't want to work. The get free money and the entrepreneurs, has to pay taxes till almost 70%. When you get a big crises, and have to pay 70%, you have problem. I am a free guy so now I do it offshore and pay only for the things I buy or use, that's the way!

Do you know what you really need?

A lot of money, and you will be happy the rest of your life!

Set your goals, don't be afraid and go for it!

Become a Master in Sales!

Chapter 2

Master attitude and behaviour

I always told my children when they were young and didn't listen, change you attitude and behaviour! Because when you want to have progress in your life, your life is a mess now and you live in poverty, you have to change. Most people don't understand, I did it always like this! Then I tell them, than it will be always like this!

Do you want a better and successful life with a lot of money, big villa fat car and a yacht? Change you attitude and behaviour!

Take a look in the mirror first! What do you see? You don't know? I will tell you what I see when I take a look in the mirror: I see a very handsome guy with a tanned skin, beautiful hair, white teeth's and is 52 but looks 35! I love myself, you have to love yourself first before you can love somebody else! That's the truth.

Say to yourself: I love you! Handsome guy!

A salesguy has to have a positive attitude and behaviour, not dragging about excuses like:

"there is a crises now!"

So what you have to live like a master, so sell! Let them sign!

"I can't give them a discount now!"

With or without a discount, sell it! Tell them the prices get higher, they have to buy now! Sign here please!

"our service must become better"

Service, Service, we don't give service, because this is the best in the market, it never fails, this is the best for you! Just sign, you won't regret!

"my colleague takes all good clients, I get the bad ones!"

You're bad and make the client look bad, it is on your behaviour and attitude to make a client happy and let them sign on the line!

In other words excuses in sales don't count. Bad sales people become friends with bad sales people. They feel themselves happy and talking about their failure. It is not their fault, it is the companies fault, the leads are bad, the product is bad, the service is bad, in other words, take another job, because with this attitude and behaviour you're not a salesman!

My opinion is when you're a salesman and you start a new job, you must sell the first day, when you can't sell the first day or week, you must to get rid of these losers. A master in sales sells direct. It is not the product or service what we're talking about. We're talking about people. When you have a good conversation with a client about his life or his job or whatever, when he likes you he buys from you. You sell him direct what they came for.

Be a nice guy, help people with buying and you will sell like hell!

People like nice people, would you buy from a grumpy guy? No, but I met a lot of grumpy sales guys, I think then what the hell are you doing here and where is your boss, I will sell him my training for you! I will double at least your sales, only because I am a nice guy! People will buy more from me than a grumpy guy!

The salesman must be the business card of the company! When the salesman is rotten, the company is bankrupt!

This chapter is all about your attitude and behaviour! You're not the accountant, then you can be grumpy, or better an accountant must be grumpy because that's the handbrake of the company, he has to take care of the costs. But you as a sales guy have to be the business card of the company. The first guy people talk with is the salesman, when the salesman has a grumpy, smelling attitude and behaviour the people will think that the whole company is like you! So you have to work every moment of the day on you behaviour and attitude.

The difference between a salesguy and a Master in Sales

A real Master in Sales actually has no real characteristics, which is the power of a real Master in Sales. A sheep in wolf's clothing, you can also call him. He has a nice conversation with you and very soon he talks about his product or service.

Playfully he sells his product or service. His conviction ensures that the customer also think about it and he thinks all during the conversation, how come I do not yet bought?

With the right attitude people like to talk with you about their life or plans and tell you everything about it. When you're in such an area, people never dare to say no, when they must signed at the end of your "salespitch" They like you, you're their friend, you helped them so nicely, you never say no to a friend! You say only no to an asshole!

Become a friend and everybody say YES! Where can I sign?, There!

Chapter 3

The Master in Sales versus bad sales man

Everybody has met once a master in sales, everything was perfect. But you didn't recognize it, you thought it was normal with that company where you was shopping. But that's the magic of a master in sales, you cannot really recognize them, they are just normal, like you and me.

Sure there are external features:

1. He always smiles
2. Looks cultivates
3. Provides a dry hand
4. Always comes to its product or service
5. Connect continuously ABC - Always Be Closing
6. Believe in themselves, high self confidence
7. State behind his case
8. fill in the order, people say YES!
9. is authentic, not a player on stage, he is real!
10. K.I.S.S. keeps it simple and stupid!

Many sellers think if they put on a suit and a tie, then they're a salesman. You're a Master in Sales when you sell a lot and continuously.

Characteristics of a bad seller:

1. Looks seriously
2. Looks cheap
3. Enter a clammy hand
4. Stinks out of his mouth
5. Has attributes as fobs
6. Feels a lot, but nothing
7. Provides quickly a leaflet
8. understand the client, why they don't buy now!
9. has always excuses
10. don't like really his job, but it pays the bills!

So there are more things to mention, of course, like dandruff on the jacket, body odor, shit under their shoes etc, etc. But then they are not really worth the title seller, but more a bad representatives.

The difference between a Master in Sales and a representative

The name says it all Representative, he represents a company. In short, he works for wholesale and will fill the boxes again, he returns monthly. All respect this profession, but has nothing to do with the real subject of the Master in Sales.

The Master in Sales is focussed on sales and he quit the day when he got the sales, then he is satisfied.

He sees his work as his ultimate goal. No sales, not worked.

Also the Master in Sales knows that it can be easier once as the other time, but he is totally unstoppable, because he thinks he's in the mood and his sales pitch is getting stronger. He thinks this not only, it is the truth. A Master in Sales reviews always his last sale, how did I this sale? Why people bought ? How was it possible, that it was so easy to sell them? Etc, etc.

That's his training, repeat your days of big sales and you will become each day better!

Tell yourself: I am the Master in Sales, I am the best!

More features of the Master in Sales:

1. Exudes confidence
2. Enthusiastic
3. Everyone wants him as a friend
4. To the point
5. Does the helm

More Features of the weak seller:

1. It distrusts him
2. Is tired and cowardly
3. Will never be friends
4. Turns around it
5. Would like to issue a flyer

A master in sales sells only a product or service he fully supported and has the confidence this is the best you can buy! He did bought it himself! By example: a salesman who sells Ford and drives an Chevrolet is an asshole! Fire the bastard!

The master is the company, loves it, represent it, believes in it, has trust, because he wants to keep his customers for years.

Because new customers brings new customers!

The Master in Sales believes in his company and he has the confidence. He buys the product himself.

I always ask a salesperson, would you buy your own product?

If they said no, or a gives bad argument

I had said immediately: "You're fired!"

Why?

A master in Sales believes in his product!

More Features of weak seller:

Also, you can see it in his appearance:

1. Carries cheap crinkled jackets
2. Has a moustache or beard
3. Drive in old car, with catchy advertising on the back on his car:

" if you want more money?" mlm types....

4. Is afraid of the dentist
5. Runs on crepe soles (as long as he does it)

A master in sales is always laughing and positive, every moment!

When you're a salesman by example in a kitchen store and a two customers a man and a wife visit you in the store.

What does a stupid salesman(title not worth) think?

1. Oh, nice they want to look at some kitchens, I will give them some information?
2. They have no money, because they have an old car!
3. They look poor
4. We must have more kitchens, I can't show them enough
5. Oh, this week is the interest 3% higher for a loan!
6. Shit, we don't have actions now!
7. I will ask for their budget, won't be much!
8. Here is the leaflet! I was before this job the postman!
9. Pfft I don't make a chance, the competition is better and cheaper!
10. We are too expensive, I would never buy here!
- 11.

You can see above the dramatic overview of the loser asshole salesman! Why I took the sample of a kitchen sales shop? Because I've been buying in my life at least 5 new kitchens, from 20 till 100.000 dollar.

We going to take the ride of the big failure question of a sad, bad salesman! We heard a lot about this kitchenstore, high quality, good service and a lot to choose. We walk in the store and we see a lot of kitchen, so while we are already in the shop about ten minutes, the salesguy says hello and ask us immediately:

"What are you looking for?"

I make always a little fun with salesguy with stupid questions and I told him with a smile:

"We are looking for a new car!"

He didn't offer us coffee, he smiles a very little and then he ask us the next failure loser question, he doesn't want to be friends with us! That's for sure!

The loser question:

What is your budget?!

I was stunned, but the guy was waiting for an answer, otherwise he can't help us of course, that's what he was thinking!

I told him: **"We have no budget!"**

He gets irritated and he told us:

" When I don't know you budget, I can't help you!!!!

Yes, people really happened! He was totally programmed on a budget, then he can make an offer. Also I think he was lazy, because he was afraid, when he makes the offer and the price will be 30,000 dollar, we will tell him that it is too expensive and then leave!

I told him: **"ok, then we go to another shop!"**

And he told us: **"nobody can't help you, when you don't tell your budget! "**

And we left the building. I was stunned. Think about it, a couple walk in your shop and tells you I want a kitchen and I have no budget! A master in Sales can listen very good, he know he can sell this couple something beautiful and the best kitchen you have, you have to sell your kitchens.

This guys has believes, only he has the wrong believes! Never ask a client for his budget. Sell him what he needs, sell him the best, when they tell you in the end, it is more than our budget! You tell them yes I know, but you like it this way! This is your choice, so you have to buy it! When your choose for something cheaper you will be grumpy for years, is that what you want? Money is to buy a beautiful kitchen and that's what you did! Give him the pen tell him to sign and shot up!

They will sign on the line!

The Master in Sales is:

- Smile
- Positive
- Clean
- Smell nice

- Self confidence
- Sell
- Close
- Action

Chapter 4

Top 5 of the Master in Sales

It is always easy to give you some bullet points as an easy bridge to become a master in sales. I use my whole life my own top 5 in sales. Whatever you sell you can use this, every point in the top 5 is important. The most people have difficulties with number 3, when you can handle number 3, 4 and 5 will go smoothly! Number 1 is your start, when you make a mistake at 1 you can forget the rest. At 2 you must see who is your client, does he immediately ask a lot of things, just listen then! When he tells you nothing, ask him the right questions, then you get answers to go to 3.

Here my short version of famous top 5 in sales:

1. **Make connection**
2. **Ask and listen**
3. **Make a choice for the client**
4. **Be enthusiastic and forget the price**
5. **Close**

Explanation of the short top 5:

1. CLICK - make a click with the client, when you're friendly and nice, people want to make an appointment with you

You got the appointment and you're now together face to face with the potential client. Just start to talk about them first, about their life, work, how they live, their children, education, holidays or when you see something different like a dog or a guitar, just start talking about this.

That's how you make a click with people. You must be really interested in them. No faking! It must be real! Be authentic. Be yourself. Then people will trust you and when they trust you, nothing will be an issue anymore. They now want to buy from you.

2. LISTEN - listen to the client and ask questions, when you listen good, people see that you can help them with buying.

When you're serious interested in the client, they can see that you are interested in them. So listen carefully and ask the questions that will guide them to the solvation of the problem. The client will feel comfortable and will trust you because you are already helping them. Give the client a good feeling and do as if you have them already as a client. Everything you give, you will get it back!

3. CHOICE - make a choice for the client and, they want to hear from you what is the best for them, otherwise they will say, we think it about it!

Why will a customer use your services or buy your product? That's what we talk about, in your profession you're the professionals. So what is important for the customer? That you are like them. Because then customer will feel comfortable with your service or product. When people trust you already, you are in for 80%. Now you have to convince them that you're able to sell them the product or service together with them.

Easy way, sometimes every salesguy get an easyway client, don't use the whole top 5, just go to 3 and 5, close them!

One way is to tell them an anecdote of a similar situation you recently sold. When you don't have one as a sales guy, just make one! Talk about a similar situation where you sold it!

4. ENTHUSIASM - make them enthusiastic about your proposal for your product or service and don't tell the price immediately!

People trust you now, you have convinced them, but now they take a step back and tell you they will think it over and will talk to somebody else (competition) as well. The best way is to go back to the beginning! Just begin again about the trust they have in you, they are convinced about the product, so why not buy from us? We have the best service and we have also the highest quality including the price. Not only that we are a professional organisation, we have long term relationship with our clients. It's just like a good marriage!

5. CLOSE - close the deal, fill in the form and read it together what your offer is, then give them a pen and let them sign!

Never wait for a yes. Just complete the engagement letter or order form. When they ask you, what are you doing? You tell them, I writing down what we have discussed and what kind of service I would be proving. Just a moment, we read through it together when I am ready. What is your name? Please cell number, email etc. fill in everything. When you're ready, while you were writing you are also talking with them. If you're sitting with more people, always talk to everybody, never underestimate someone. Then read it together, tell them what the procedures are and then sign it yourself and hand them over the pen, 99% of the clients will sign! Don't say anything, be silent, have faith that they will sign.

THEY HAVE SIGNED!

Shake hands, thank them for the business and get out! Never stay longer after you got the order. See that everything will be delivered as discussed with the client, because you're responsible for it, they bought it from you!

Here my logical explanation of my top 5

1. Who wants to buy from a grumpy guy? **Nobody!!**
2. Who wants to buy from somebody who has no any interest in you? **Nobody!!**
3. Who wants to buy from somebody, who doesn't know what we need to buy? **Nobody!!**
4. Who wants to buy from somebody, who is totally not enthusiastic about his company and not know the prices of his product? **Nobody!**
5. Who want to have an offer or buy from somebody who doesn't know what he is talking about? **Nobody!**

Always Remember the Top 5 Steps in Sales and you will be successful!

Smile!

Make fun

Smell nice

Give free advice

Be a specialist

Trust is everything

Be handsome

Show really interest

Authentic

Help them with buying

Solve their problem

Sell the illusion around you product

Their lives will become beautiful when they buy from you

Chapter 5

Master sells always

It start with the attitude and motivation of the master. Why does a master always sells? He knows exactly what motivates him, he prefers working with high commissions or is on his own, so he can go for his goals. That's what's important for the master, he likes beautiful cars, villas, holidays, watches, yachts and enjoying the good life to give his princess and children everything they desire. What they desire, he wants to buy it for them. That's his motivation!

A new refrigerator.....

I once ask a salesguy who works for one of my companies what motivates you? He was laughing and says to me, how do you mean? I asked him what would you really like to buy today when you got the money for it!? And there he told me: "a new refrigerator..... I laughed at him, as asked him really, is that your motivation? Don't you have bigger goals in your life? He said to me: of course , but it will not be possible! I asked him did you see how many commission you can earn when you got really big sales! He laughed again and he told me that all the other salesman have better regions to sell, better leads, bigger clients, all

what he does was complaining. I told him to go. He asked me why? Because you're not learning from other people, you're looking for excuses. Excuses never count in sales. You're fired!

A new car, make a test drive already!

That's what a master in sales does, he makes already a test-drive in the car of his dreams, is visiting the villa he really wants to buy, just go for it, that's called motivation. He is visualising what he deserves after his hard working efforts.

Winner mentality

When you buy something it must be fun, because you're spending the money you have worked hard for. The master knows that, he will make some fun with his clients, show them all possibilities about his product, when people asked about the price, he is always going back to the top 5. Because when people ask for the price, they can run away, or they can order. That's why it is very important which price you tell them and when.

A master uses or buys his own product!

The master has so much confidence in his company, that you use or buys his own product. This is so important. When you're by example a Volvo salesman and you drive a Mercedes, you don't understand what you're selling. You try to sell people a Volvo, but you don't believe in the car, because you drive a Mercedes. A master always uses his own product.

No 9-5 mentality

A master sells 24/7, he never stops. The master can sell his self very good. When you can sell yourself, you can sell everything! He sees always opportunities to sell his company. He don't see his job as a 9-5 job, he sees that he can solve a lot of problems off people when they buy his product. That's his vision, helping people.

Focus, focus, focus

A master has a focus and that's getting more sales, he always want to sell more and more, that's what motivates him. By example, he has a focus on where he is going, he has the vision that everybody will use at the end his product. The more people are buying from him the easier it gets, because he gets references from the new clients. That's why he is focused on new sales. New sales bring new sales. He is expanding in this way.

Reference sales

I have always sold a lot on reference, when we delivered our product I visited them and asked them if they know 2-3 people who wants to buy also this product. Because I asked for 2-3 they get immediately thinking about 2-3 clients. When you ask, do you know somebody, they would say no. That's make so much difference.

Asked the right questions and you will be served!

Every day a new day

A master starts his fresh day on zero. He forgets his sales of yesterday, what counts is today. Every day is a working day, he has to sell, when he don't sell he don't see it as work. He get disturbed, he needs sales. Because that's what he likes. He know where he wants to go, he has booked already his dream holiday and make a testdrive in his loved car. He loves progress, sales is progress. It is progress in everything, no sales, no administration, no sales, no company. Everything in every company is about sales.

Hire a sales master or become a sales master yourself

When you're a founder of a company and you have no sales yet you have to sell, because that's what keeps the company alive. A master just goes for it, he takes the phone and just start calling to the potential customer. Or he takes his car and goes business to business, door to door etcetc. The best proof of concept of a successful business is sales. Sales master is a profession, you can learn it, by using the tools I learn you.

A master loves his profession

It is not his profession, he is sales, he loves it, it is his mission, the mission to help all people with his product or service. People who don't buy are really crazy, he don't understand the people who are not buying from him. So he keeps on selling until he gets the yes.

Confidence

Persistence

Believes

Progress

Commission

Vision

Motivation

Authentic

Smile

You're as good as your last sale!

Chapter 6

Master experience examples

I have done thousands of sales talks in my life. I did it for my own companies or I was hired as a master in sales trainer. I have been in several businesses. As I told you a master in sales can sell everything. Here is my list of what I have sold or still selling:

1. Aircleaners (Honeywell)
2. Airconditioners (Carrier)
3. Refrigerators, big ones (GE)
4. Kitchens (for restaurants)
5. Websites (b2b)
6. Debtcollecting (b2b)
7. Franchise licenses (realtors, mediators)
8. Realtor (selling houses, mortgages)
9. Commercial real estate (buying and selling)
10. Companies (buying and selling)
11. Furniture (big retailers)
12. Security (b2c)
13. Cars
14. Boats/yachts
15. Discount cards (for restaurants)
16. Advertising (papers, magazines)
17. Software (b2b)
18. Mines precious metals (buying and selling)
19. Financial structuring, Capital raising (for companies)
20. Selling myself, books, training, seminars, masterinsales

So I became a master in sales

I know everything about sales, there are a little more people who really understand the mind of the master salesman. The master salesman thinks and does beyond the borders. A lot of people think a master has a special schedule. No he uses the top 5. Look around you. I have modelled the top 5, but natural salesman work also in this way. Why? Because it is logical to work in this way.

Here again my logical explanation of my top 5

1. Who wants to buy from a grumpy guy? **Nobody!!**
2. Who wants to buy from somebody who has no any interest in you? **Nobody!!**
3. Who wants to buy from somebody, who doesn't know what we need to buy? **Nobody!!**
4. Who wants to buy from somebody, who is totally not enthusiastic about his company and not know the prices of his product? **Nobody!**
5. Who want to have an offer or buy from somebody who doesn't know what he is talking about? **Nobody!**

There are no excuses in sales, when you understand sales, you will always sell like a master.

Now I have some sales stories have had in my life, I cannot have them all here of course, but I have taken some in different products. You can learn from every sale you make, tell yourself every day, I am a master! Have fun, because sales is fun!

Furniture salesman

By example we take a furniture salesman. I have trained 2 years in very big furniture companies. The owner asked me to focus on higher orders. On the moment I was hired, he sold more than thousand chairs of \$299,-. They advertised in big newspapers prices from \$299,-. People can go to all the shops in the country. I was hired to train all the people in the shops.

When a company advertise with prices from \$299,- and you sell a lot, then you know you have bad sales people!

When I was hired and I heard this, I told the owner, do you have salespeople in the shops? Do they understand sales? He smiled and told me, that's why we hire you, because we know, it can be better.

This company was specialized in furniture and special custom made chairs for elder people. The prices for a beautiful chair with recliner and lift, in leather cost between 3500 up to 5000. That was essentially the chair they must sell!. They sold it in shops and visit people at home.

I have always trained company and people by selling myself, so they can see how to sell.

First day

The salesguys in this shops didn't exactly understand how to sell and upgrade a client. One guy wanted to ignore me, because he knows already everything. He was really so grumpy with a huge smell from his mouth, I would never buy from him. The other guy wanted to learn. The first client was entering the shop with the leaflet and asking for the chair of 299,- the salesguy go with the lady (78) to that chair and wanted to seated her. I run in and told the lady, sorry mam, this chair his for younger people, like students etc. I think you would like to try the custom made chair. Immediately, she told me not to spend a lot on a chair. I told her, what do you want to do with your money, traveling? I smiled, she told me, no, I've trouble with my legs, so I must rest a lot.

Give attention to the buying signals!

This was such a big buying signal, I asked her, how long she was sitting every day. She told me, the whole day! I was smiling and told her, then you will love this chair and I seated her in one of the perfect chairs of the company. She told me, wow, this is great, but I don't want to spend so much, what's the price! I asked her, just enjoy first and asked her, if she would like coffee, her daughter was with her and told her already, mum you must buy a good chair, don't look only at the price. I bring the ladies the coffee and while we drink the coffee, I showed her all the kind of leathers. Oh this one is beautiful! must be expensive! I told her she had a perfect taste!, we talked about life and some other thing, so she gets comfortable with the chair. The daughter was already assisting me, that she must get over the price. She told me, the short time I will live, why should I spend so much. I told her, so what, then you have lived in a fine chair. (smiling to her) And her daughter told her to spend everything to satisfy her. Now we are starting to make the choice. This company has orders to write down, so I started to asked her name. She asked me why do you want my name? I first make an offer and at the end you can decide if you buy or not. The chair was ok, I let her choose the letter, the lift, the recliner, the pillow, the total price was 3900 dollar. This company you can swap your old chair for 300 dollar, that's what she wants and the price cam on 3600. She told me, wow that's a price. Yes mam, because this is your choice! She was looking to her daughter and her daughter asked me if it can be cheaper, I told her of course, we take leatherlook or fabric, we can take away the recliner. But is that what you want? When you can pay for the chair, just do it, you love it, it is your live. Grandma was looking to her daughter and she nod yes. I got already my pencil ready to sign and there she goes. After she signed I told her it takes 6 weeks, then we deliver your chair. Full service for 3 years, you can always call us!

Sell what people can use, never sell on price!

The sales guy was flabbergasted, because he had sold her the chair of 299,-. I sold what the client really needed.

The best salesman of the 299 chair

This company wanted higher orders and I must tell the salesmen not to sell the chair of 299. The first salestraining/meeting of this company I was shocked. They give every month a price and a bonus to the best sales people. The best recliners sales man, the highest prices salesman and at the end they gave the price I was shocked about, the guy who sold the most chairs of 299! In this way you give the attention that it was a good job to sell this chairs. I told the boss to change that and he did. The next day I was visiting the shop where the best salesman was of the 299 chair. I was shocked when I saw how that guy was selling. I was not selling, I was just say yes on what the customer asked for.

Sell what the people need!

The first thing I told this salesman, that he cannot be proud of this price. Because it is not selling. The add of 299 is to get customers to the shop and a student could use this chair, but not elder people. Because they have to climb in the chair and it is not a chair we make a lot of profit with. I told him, when customers will ask you about this chair you tell them, sorry but you cannot sit in that chair, I will show you a perfect chair for you. He immediately argued with me and told me the custom chairs are too expensive for a lot of people. I told him it is between your ears my friend. He immediately told me that the competition can deliver the same chair for less money. I asked him why do you work here and not with the competition? Because they have enough people. I told him so that's why you think you're smart and sell the 299 chair to win from the competition? Yes and he smiled. I told him so you think that's selling? I also told him that I have the permission to fire him when he sell today one chair of 299. He was shocked. I told him when somebody ask you about the 299 chair, come to me, I will show you how to sell a chair of 3000 dollar.

85 year old lady selling a chair of 299

And there she was a 85 year old lady with the 299 add and her son. The salesguy was helping her to get seated in the 299 chair. The salesguy looked at me and he told me, she ask only for this chair and she told me she don't want to spend a lot of money. I looked at the salesguy and told the lady, mam, can I invite you in a custom made chair, so you don't have to climb everyday in this chair. Her son and she was laughing and as I was laughing also. I asked her and her son if they would like coffee. (the salesguy didn't asked them) I asked the salesguy to arrange the coffee, while I was saving this sales. The lady immediately told me not to spend a lot of money because she was old already. I told her, that's why our company exist, by people like you. Please mam, take a seat in this chair. She asked me how much is this chair. I told her, it depends on a lot of things, you can get fabric or leather. "leather" I want because fabric gets dirty. I gave her our leathers and she was looking at it. I demonstrate the chair for het with the recliner and the lift. She looked at her son and told him, now you don't have to help me to get out of the chair. I smiled, so you don't get problems with you back anymore, smiling to him. Enjoy the chair, just relax. I took the order and start writing, asked for her name and she gave it to me. I asked her exactly how she wants the chair and the choice was made. She asked again what's the price, I know it in seconds. I asked her do you have an old chair, because we give you 300 for it. Yes, I write it down and show her the order. Her name, address, the chair, the lift, the recliner, the leather number, the pillow and the 300 for her old chair, she has to pay 3600 for it. She told me, wow, that's a lot of money. I told her, yes indeed man, but you will have fine days in this perfect chair custom made for you! When you like it, you may sign here. She took me pencil and told me she was never helped so good and she finally get the best chair she always wanted. I shake hands and help them leaving the shop. Again very happy clients. When she had bought the 299 chair they would be complaining and never sell a chair anymore with this company!

The salesguy was shocked and I gave him this lessons:

Never listen on things you don't want to hear
Give your best advice
Help them till the end, never think they cannot pay for it
Talk to everybody who is in the sales
Explain the price, after you made the choice

Selling air-conditioning and air cleaners in bars/restaurants

I started selling air when I was 18 years old, my father had already a company in this business so I really liked to sell. I sold my first big client when I was in the army. I had to do my duty then and at night I put on my Colbert and tie and go to bars and asked for the owners. I introduced myself as the salesman of the company and told them I was in the area and I heard about their air solution problems. The owner was immediately anticipating on that and asked me who told me about that. I told him he didn't wanted that I told you so. (I just made this story up and it worked in her, because in this bar there where a lot of smokers) He asked me if I would like to drink something and I told yes ok, what do you take? Coffee, I told him ok, I like that too. He brings in the coffee and I asked the client how long he had this bar already, he told me he was already the 3e generation. Oh that's really good for your family. But do you ever think on your health? He asked me what do you mean? I told him all the smoke he gets in everyday form all the smokers in his bar. He told me: I just get on that exhauster and all smoke will get out. I told him but that's just the problem. You can do this all day because the exhauster make a lot of noise. But what do you think about the costs? What do you mean he asked. Not only you get some smoke out, but also your expensive heating costs with an aircleaner you have the whole day clean air, less heating costs and it is healthier for you, your employees and your guests. With this aircleaner you can save money and make more money, because you give a better service to you guest. What are the costs? He asked. When people ask for a price they are interested. When you tell the people the full price directly, they will run away, because they don't want to be sold. I told him you can have this for 99 dollar weekly. 99 dollar? Yes I told him but this is without the money you will save. Did you know how many people hate smokey bars? More than 50%! These customers don't come or don't stay long. So when you think about that you get every week 5 new customers you will make already more money with this aircleaner. And you will earn money on your heating costs, maintenance costs, like painting and cleaning. In other word, we bring you money! Smiling at him. Ok give me an offer. I wrote immediately an order and ask for all his details. I showed him the order, and ask him to sign. He looked at me and told me to discuss is with his accountant. I asked him accountant what does he got to do with this. You are the owner, I think you meant about the payment, cash or lease? Ok fine, I write it down here, cash or lease, ask him! Sign here please. I give him my pencil, and he signed.

Because I was helping him with his decision he could nothing else then sign, because his excuse was only about the payment.

The master, thinks, anticipates, and is focused on direct sales.

Chapter 7

Get leads and close them

There are several ways to get leads, potential clients. It depends on your business model.

Cold canvassing!

What do sell? Who are your clients? B2B? B2C?

Do you have at home services?

At business services?

Do you have shops?

Do you have only a website?

Cold canvassing

I would like to start with cold canvassing, this is the sales method you can be very successful with. You're visiting directly customers or calling them and sell yourself and your company to them. This is a perfect method to become a master in sales.

B2b

This method is easy when you have a B2B company. Just search for the companies you want to sell your product. When you walk in the business, it is very important to be nice to everybody. Because you have no appointment.

B2c

That's easy, just go door to door, ring on bells, knock on doors and sell your product. If you can demonstrate something, just do it. Show them you have a perfect product for them and they will buy.

Cold calling

Pick up the phone, don't think but call, just make sale calls. Ask if you talk now with the owner and just start selling your company. A sales call can be interesting to sell little things. Big things you only have to call them to make an appointment. Just make the appointment!

Man on the lawn Mower

Once I was cold canvassing and I was visiting a hotel in Bergen, hotel Nassau, an older man was sitting on the lawn Mower. I smiled to him and yelled at him, the lawn looks very pretty! He stopped the machine and we talked about the lawn. He asked me

why I was visiting the Hotel, I asked him immediately, You are the owner? He said, that's very interesting that you think I am the owner! And he was! I sold him more than 50k in air-conditioning that day!

Tip 1 in cold canvassing

Ask everybody this first question:

"Are you the owner?"

It doesn't matter if you think, somebody cannot be the owner, it is about the effect you will get, when you ask this question. When this person is not the owner, they will be flattered and they will immediately get the owner for you. That's what you want!

Introduce yourself, your company and your product. Then use the top 5 and make a chat about anything, it doesn't matter, don't be in a rush, just chat a little. The rest you know, use the top 5.

Tip 2 in cold canvassing

Tell them they can save money with your product

It is important that you're not selling just a product or service, but you sell a new lifestyle. It is never the product or service you sell, it is always what can people save, earn or what will become better when they buy from you. You have to visualise their new life.

Tip 3 in cold canvassing

Sell the illusion around your product

When you can sell the illusion around your product, the customer will see it and they will ask you on a moment, where can I sign? It is always the way you sell it, never push but sell, just tell the arguments, why this is perfect for them. Convince them. When they ask for a flyer, they want to get rid of you! I told them always, then I would become a postman. Some people smiled, some not. Only use your presentation map and order bloc, never give a flyer, never!

Tip 4 in cold canvassing

Never, never, never give a flyer, it's an insult when you give a flyer, you're a salesman, not a postman!

Because every time somebody tells you: NO, you get better and better, when you learn from your mistakes. I love it, because you met people you never met before and you're going to sell them your product. You get a really big kick when they buy from you. At that moment you will understand that a master in sales only can do this. Because the most people are afraid to do cold canvassing, because the fear of rejection.

Tip 5 in cold canvassing

Sell immediately your product, don't be an asshole and think, I will sell the next time, there is no next time in sales!

So what?! Just smile and tell yourself: Next! this guy is crazy because he didn't buy my perfect product. I will convince the next client, I'm definitely sure! Cold canvassing, you need persistence, confidence and sales skills. The people you don't sell immediately or are not at home, they will become salesleads and will be buying next time you will visit them.

The best salesmen got driven by NO

Reference selling

I used a lot reference selling, when I was cold canvassing, I often told them I heard of their problems with the air solution, and they always asked, who told you that? Sorry, I must keep it a secret and then I always get coffee and could have a chat about my product. Mostly they admit they have the problem, and I sold them my aircleaner and asked them immediately if they know 2-3 bars who have the same problem! That where the best leadgenerators, because you got the real names from a new client!

A master in sales is a hunter

A master is focussed on new clients, new sales, that's his focus. When he gets new sales he is satisfied. He stills his hunger and he makes a lot of money. When you have the attitude of a hunter you will always get leads. From your customers, from friends, you see everything what's happening in your area. I looked always in the chamber of commerce, so when people just started a new company, I could give them advise about their climate and sold them of course my products.

Focus on sales and you will get also leads

Focus on leads and you will get less sales

A Always

B Be

C Closing

Winners mentality

This is the best way and I know it, because I have done it all. People don't like to buy from weak people, they like to buy from winners. They want to join them, because the winners mentality. You can be a winner, if you sell immediately, just ask for the order, when you don't do that you will give away a leaflet.

Weak people give leaflets and ask leaflets**Wake up!**

Don't think that people will buy from you the next week, or they tell you I will be back! When you believe that, you're an idiot and you must quit your sales job now, go play with your kids or become a carpenter.

Internet

That's the positive thing about the internet, you don't have to inform the people, because everything is online. You just help them with buying the right stuff.

Final tip about cold canvassing:

Just do it and visit a lot! When you close your first sale in this way, you're sold and you will get a lot of confidence!

Chapter 8**The master wants to be number 1!**

The master is a winner, he likes to win. In sales, in games, in every contest. He likes the challenge. So selling is a contest for the master. He wants to be the best of all. He likes to show it also to other people, he is the master in sales. It is the same as a chef cuisine, when they get the stars from Michelin. So this is very important.

Make a winners list

How can you create the master attitude on your sales people? Show all your salespeople how much they are selling, because that's what's they are been hired for, to sell. The loser will see himself on the bottom of the list and he will become better or he quits his job and will become a carpenter.

My son is a master in sales

He is 24 years old and he is every day the best salesman over more than 300 salespeople. He likes to be no. 1. That's his focus, be no.1. That's the fun. To many salespeople have excuses, that's the reason why they don't sell.

Natural born salespeople

It is nonsense, but it is where are you coming from, because when you have a family and the talk the whole day about tea and cookies, you will never be a master in sales. But when your father, like me is always talking about sales, yes, the chance is big you will become a master in sales. Even my daughter of 15 years understand the sales, she is waitress on the beach and sells more champagne and cocktails than everybody, she sells always more than double of the rest! So yes it is in the family. But isn't that in every business!?! Yes.

Start your day as a winner

It's important that you always have the winner focus. You must make a sale every day. When you're thinking, it doesn't matter, I can also make a sale next week, you will become the next week salesguy. You want to become a master in sales, so make each day a sale, whatever it takes!

Number 1 everybody wants to win!

It's fun to win a game, it's fun to be the number 1 in sales. Because you get recognition for your efforts. How can you get the number 1 feeling? Focus on your last sale, tell yourself, this was a perfect sale and you want to do it again. Never think on the sales you didn't close, don't think in excuses, but tell yourself, you can do better and that you have learned from this no sales. You will not make this mistake again. You was stupid. And back to your last sales. Think about that and visualise you are in this same mood, that's important. You never see depressed salespeople. So get in the mood and visualise you get the order. On the moment you're selling, you focus on the yes, yes, yes, when they client say no, no, no you think the opposite, yes, yes, yes and you tell them why you know they have to buy now, because you have a perfect motivation why they have to buy now. You tell them again, how their live will be much better when they buy from you. Everything will be better, they save costs, they earn more money and the get more time to spend together

The next week sales guy

A lot of people think wrong about sales, they think it is just inform people about your product and they will buy it by themselves. Wrong. The master in sales knows that he has to sell his product, he has to convince the client to buy from him and not from another.

In my career I have hired a lot of salespeople. My beliefs are, when a salesman cannot sell the first week, just get rid of him. When you have a bakery and you hire a baker and he cannot bake a bread, would you keep him? No, you will fire him! So hire a salesman to get sales, that's it, nothing else, he has to sell your company.

When you have a bakery and you hire a baker and he cannot bake a bread, would you keep him? No, you will fire him!

The next week salesguy, I hired him and every day I met him after his salesdays, the first day he was excited and told me he got some sales. After the first day he told me, I have spoken some owners and they will order next week an airconditioner. I told him that he cannot believe that kind of bullshit, why should people call him and give him one week later the order. He was smiling and he told me, wait you will see. Next week will be a great week. I told him, just make tomorrow different sales. Other salesmen can, I can so you can, you told me you was a good salesman. The next day, he told me, if we could sell ice machines I would have sold four of them, why do we only sell air-conditioners and aircleaners? I told him because that's we have the best product and best position, that's our focus already for five years. I asked him and did you make some sales? I would have, when we sold ice machines. I asked him what he will do tomorrow? Try to sell some furniture? He asked me what I meant with that. I told him to focus on what we sell and tell the customers the earnings they will make with our product, you have to sell. And so he goes the whole week on and on, I was so tired of this loser, on Friday I got the same story of him and he told me he would sell next week so much that it will be his target for the whole month. I told him to go, because I don't believe in next week. I was angry and told me he would keep this next week clients for his new company. I told him: Goodbye and good luck.

**Believe in yourself, believe in your company,
become number 1!**

1. Plan where you want to make your sales. Just plan your day so you can make a lot of calls or visits.
2. Focus on closing, not giving information, that's for the internet
3. Combine your day, visit new customers and old ones, for some upselling and getting leads
4. Sell like it is your last day
5. Work in time schedules, like closing before 10, 11, 12 etc
6. Keep the pressure on yourself, when you have no sales, there are no earnings
7. Do this every day and you will become number 1

Less people can do this, because they want to rest. I always tell that kind of people, you can rest for years on the graveyard! Don't rest before you made a sale. I is just like sport, you have train a lot to become a top athlete, so it is to become a master in sales. When you are focussing on the sales, you will get also rejection, who cares, just go for the next. But always keep on focussing on the sales. Because that's what it is all about.

Being number 1, staying number 1!

Chapter 9

The master is socialmedia

Getting leads and new contacts you will get them with social media. You can connect with your potential clients with socialmedia. You can do it by yourself or hire some people to do it. I do it myself and hire some people who will connect with people.

I, master in sales, use 90% linkedin to get new contacts. Other socialmedia are also interesting, but my experience is the best with linkedin.

I think it is divided like this:

B2B = LinkedIn, Instagram, twitter

B2C = Facebook, snapchat, pinterest

How to make connection?

Make connection with businesspeople in your business field. My clients are now fast growing companies who are looking for capital. So I connect ceo's and my focus is the US, so connect with these people. My assistants do the same. After people agree to connect, the get a personal email. Hi name.... and we tell them shortly what we do and we would like to have a call.

Pretty women are better in making connections

I know that good looking women make a faster connection on linkedin, then men. Why do you think so ☺. The whole internet is a big dating site, don't think about it, but use it. When you can get more business online with a girl, why should you not use it. It is always been this way, you cannot change it, so is life. Girls are better in making connection. Guys like to be connected with pretty girls!

The girls bring the coffee, not a guy!

I have done a lot of trade shows, I always had some promotion ladies and girls who were promoting in the trade show to visit our stand on the trade show. So nothing is changed, only it is not face to face but a connecting with linkedin. So you can get a lot of connection. Use it.

Messages

Think about the messages you send on your socialmedia profiles, be real, be yourself, be authentic. People want to know if you're real, so you can mix private with business. But keep it as much as possible focused on your business. See it as little adds you're sending to the world who are following you.

Instagram

When you use Instagram you got also a better google position with the words you use in you hashtags. Repeat as often as you can the words with connection with your business. You can make some fun.

Youtube

Movies can break you or make you, I had a daily soap on youtube. I put 3-4 movies every day. I got a lot of haters, because I was showing my good life. I quit, because it became too negative for me. Socialmedia must be fun, remember that.

Twitter

You can connect a lot of people in your area and when you are connected they see your messages, that can also be some actions in your sales. When you call them or visit them they have seen it already. It makes the sales a bit easier.

Linkedin

Now I sell by connecting people on linkedin and references from existing clients. Because happy clients brings always new clients. The difference with years ago is that I call clients now by skype, costs with skype to skype are nothing and when I call them with skype it cost very little.

Skype

I prefer skype, because we are face to face and you can give some trust. Trust is everything. I never connect with people who has no picture on their profile. Why don't they have no picture? Mostly when they are a scam, or they must be really ugly. When I'm skypeing with a new client, I have always my camera on. When they don't I ask them why not, are you so ugly? Mostly they smile and they put their camera on.

Camera on is important with a sales call

Last week I had a call with a potential client and he sounds very good, I could here he has a lot of knowledge. But after I asked if he can put his camera on, he changed his talking. Why? Because he knew I saw now his miserable ugly little room and ugly face. He was uncertain about this, that's why he put his camera off. When you are confident, it doesn't matter how you look like. Make your area a little pretty and be confident about yourself and your company. When you can do it without camera, you can do it also with camera!

Chapter 10

Sales is not Science fiction

A master in sales can sell with every communication tool everywhere in the world!

Everybody must sell. People don't think about it, but you always have to sell yourself, in all kind of circumstances. I have made a list of circumstances, when you have to sell yourself:

1. Getting a job
2. marry a girl
3. getting laid
4. Become a student
5. Buy or rent a house
6. Open a bank account
7. Getting a credit card
8. Get a loan
9. Raise capital
10. Hire people
11. Get discount
12. Meet new people
13. Visit new clients
14. Getting new clients

15. Arrange the best conditions
16. Start a company
17. Arrange a trade
18. Become a model
19. Become a politician
20. Become a manager
21. Become the ceo
22. Selling your book

You can see, there are a lot of situations you can be in, where you have to sell yourself. So this book is not only for salespeople, it is for every one!

Everybody has to sell themselves!

Selling yourself is like take control of the situation. People who are not in control never sell, they wait and see. That's not the masters attitude. The master will tell how he likes it and how he will manage every situation. Sales is something everybody has to do, only not everybody has to sell a product or a service, but only sell themselves.

I will point out how to sell yourself:

1. **Position yourself**
2. **Take action**
3. **Keep in control**
4. **Smile**
5. **Close the deal**

Explanation, by example when you go for a job:

Position yourself

Tell people who you are and what you can do, what is your speciality and tell them you're the best. Smile, don't mail just visited or make a call first.

Take action

You have to take action, when you need a job by example, just go to jobs, visit the companies, don't send only mails, just let them see you're the guy for this job. Entrepreneurs will like that! When they don't like it, than you also don't want to work for assholes!

Keep in control

You're the master of your own mind, so you decide where you're going to work and for who, you make the choice. Stay in control of your own destiny.

Smile

Smiling, It is the same when a dog run to you and wag his tail. Always give a smile to people. 80% chance you get the job only because you smile!

Close the deal

When you sell yourself, people will automatically ask you if you would like to take this offered job. You decide if you will take it and of course when everything is perfect, you will take the job.

Sales is not Science Fiction, it is human behaviour!

Chapter 11

Don't be an asshole, be a Master

I see a lot of people they think they can be an asshole because they are by example successful. At the end they will lose, because people don't like grumpy people.

Do you want to work for a grumpy guy? Why should you! There are also nice people to work for. And it will be better. When you're in sales you need recognition, when you don't get it, they don't understand the sales.

It all starts with communication, when people send you an mail, answer them directly. They see that you like to receive their mail. When you don't say anything or don't mail them back, you will never sell them anything.

Communication, communication!

There are so many possibilities to connect people, so there is no any reason, not answer them.

Be nice, always! It's free!

When you're a nice guy, people cannot get angry on you. Your reaction is more important, when they say something about you or your company and you don't like it. Just ask them: why? Because you want to help them. They thought you would get angry and you just stay nice. When they just don't want to buy, tell them goodbye and go to the next client.

Think: NEXT!

Help your clients with buying

I am at your service, that's the attitude of the master, people will feel confidence with you and when you're a nice guy, they like it when you help them. When you use the top 5 in a friendly way, you will get the sale always!

Treat everyone as equal

When you have prejudices you will never close the sales. It's so important to go open in a sale. Believe me, when you use the top 5, you can use it in every sales conversation. You will be the man!

Chapter 12**Become a master in sales now!**

I have learned you now the basics how to become a master in sales. Now you must go for it and learning by doing it. That's the most important thing, go for it, do it.

Make that sales call

Make that visit

Not one, not two, make a 100 calls in 1 day!

Visit 25 customers every day

Send 100 mails everyday

Connect with 300 people everyday

Do this for 1 year and you get people who are calling you to buy from you.

Expand your network!

Not for small talk, just get the sale, close the deal

Master in sales in 1 day!

When you're in sales you can become a Master in sales, when you use my tools. Sales is also repeat, but then become everyday better in sales. Learn and repeat again and again. The most people become a lamb, going to the slaughterhouse!

When that will overcome you, just call me, mail me or even better skype me!

Practice

I'm a practice master in sales, I don't talk, I will show how to sell, I can train you, I can sell for your company, I can do a seminar, I can do 1 on 1. Whatever it takes to make you a master in sales. Or I will get the sales!

Contact details:

Skype: Egbert.hennen

Mail: Egbert@egberthennen.com

Website: www.egberthennen.com

