

# **- Marketing In Essence – (part 2)**

**Instant Training by Adam Vizler**  
(Taken from the **Definitive Cold Sales Course**)

## **Take the prospect for a drive**

The typical car dealer sales rep method. The “you like this, but aren’t sure? Why don’t we take it for a quick drive around the block and tell me how you feel about it afterwards?”

This works!

Why it works? Because it gives the full experience that future customers might expect from the product. It gives the “taste” and “feel” into their mouths.

The best marketing one can do, is not talk about the product, but give it over so the prospect can really experience it.

Do effective marketing by giving demonstrations, test drives, or a smaller scale free service to get people hooked.

It will work, trust me.

## **Use the power of “Herds”**

Humans are social creatures. It’s in our DNA to band together into tribes. And later into villages then cities. And eventually to countries.

Today? We band just the same. We band together into groups, clubs and friends.

What is the common denominator to each of these “banding together phenomena”?

It is similarities.

Use the “People who are like \*describe the prospect in front of you\* buying this product in big amounts.”

I once did a double close, 2 brothers. How I closed both? One of them signed up, and the other joined the herd after I pointed it out to him his brother signed up. Him, fearing of being left out of the fun came on board and signed.

Here is the point: Get the prospect to see that others like him are buying in droves and you won't need to convince much.

### **Attach a VIP's name to your product**

Like with the Power Of The Herds. Similarities are also a key here.

Most people will like celebrities they can identify with. Either celebrities that have similar qualities, or celebrities whom they wish to be.

If you happen to have found a celebrity that the prospect likes and accidentally also uses or endorses your product, say it! Show it!

If not, you can use any other VIPs or celebrities that you have at hand.

This will, boost the image of what you represent, and further helps the prospect to place your company somewhere in his head.

You liked this, didn't you?

Guess what? I have much more goodies for you within the Full Definitive Cold Sales Course.

Click the link below to get started.

You won't regret it! Your performance will really thank you for it.

