

"I am ruthless, but not pushy."

"I am cunning, but subtle."

"I am patient, but in control."

"I am sweet, but firm."

\*\*\* THE TRONOMATIC SALES MANUAL \*\*\*

GETTING THE ORDER ISN'T EVERYTHING, IT'S THE ONLY THING!

- +Strive for top physical and mental condition.  
Watch what you eat, get plenty of exercise and lots of rest.
- +Selling is a numbers game.  
Make more cold calls than you can imagine.  
Don't count the calls, count the orders.  
Go where the percentages are in your favor.
- +Selling is a psychic endeavor.  
Follow your hunches. Hone your intuition. Trust your feelings.
- +Get to the right person.  
Make a call. Make a friend. Make a sale.
- +Be the right person.  
Be nice. Be personal. Be thorough.
- +Make an energetic presentation.  
Do something different. Do something unexpected. Do something right.
- +Make a convincing presentation.  
People buy from those they like, those they trust, and those they respect. Exude professionalism, concern, and confidence.
- +Create opportunity.  
You create opportunity when prospects think you have brought them opportunities to make their lives better and more profitable.
- +Pay attention to your prospect.  
A prospect will show and tell his or her needs, desires and concerns.
- +Objections are only resistance.  
Act as if an objection is so silly, that you've heard it for the first time. Or act as if every satisfied customer had this same initial hesitance.
- +Close early and often.  
Ask for the order. Ask why you didn't get it. Ask for the order again.
- +Do what you say you will.  
Follow through, follow-up, then follow-up again.
- +Have fun. Lighten up, sales will brighten up.  
Don't take anything personal. Turn any negatives to positives.
- +Examine each call.  
What went well? What did not go well? What can be learned from it?
- +Create the right attitude for creating money. Train yourself with these words. "I am an excellent salesperson. I sell an excellent product. I make an excellent living."

"I am ruthless, and caring."

" I am cunning, and honest."

" I am patient, and determined."

" I am sweet, and focused."

\*\*\* The Tronomic Sales Manual, Part Two \*\*\*

GETTING THE ORDER ISN'T EVERYTHING, IT'S THE ONLY THING!

+Beware the two deadly venoms!

There are only two forces known to this world that can threaten a salesperson : CALL RELUCTANCE and PERFORMANCE ANXIETY.

You must use all your skill to prevent these forces from taking form.

+The Remedies.

Should call reluctance rise up to threaten you, immediately make a sales call. Go knock on a door. Once you open the door and cross the threshold, everything will be just fine.

Should you feel performance anxiety rising within you, immediately lighten up, let go, and have some fun. Fun is a state within which Performance Anxiety cannot survive.