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**INTERVIEW SERIES**

**How To Make A Sales Presentation  
That Consistently Closes The Deal**

*Michael Senoff Interviews  
Sales Trainer And Scripting Expert Eric Lofholm*

 *Michael Senoff's*  
**HardToFind**  **Seminars.com**

Dear Student,

I'm Michael Senoff, founder and CEO of [HardToFindSeminars.com](http://HardToFindSeminars.com).

For the last five years, I've interviewed the world's best business and marketing minds.

And along the way, I've created a successful home-based publishing business all from my two-car garage.

When my first child was born, he was very sick, and it was then that I knew I had to have a business that I could operate from home.

Now, my challenge is to build the world's largest free resource for online, downloadable audio business interviews.

I knew that I needed a site that contained strategies, solutions, and inside information to help you operate more efficiently

I've learned a lot in the last five years, and today I'm going to show you the skills that you need to survive.

It is my mission, to assist those that are very busy with their careers

And to really make my site different from every other audio content site on the web, I have decided to give you access to this information in a downloadable format.

Now, let's get going.

Michael Senoff

*Michael Senoff*

Founder & CEO: [www.hardtofindseminars.com](http://www.hardtofindseminars.com)

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## How To Make A Sales Presentation That Consistently Closes The Deal

Many people resist sales scripting because they think it'll sound canned or rehearsed. But according to expert sales trainer, Eric Lofholm, even if you're winging it, you're still using a "script." Studies show that most great sales presenters open and close in the same way. So if you take your current scripts and add a few powerful techniques to them, you'll have unstoppable sales presentations. And in this audio, you'll hear some of those techniques.

Eric Lofholm wasn't always an expert sales trainer. In fact, he started out flipping burgers and drifting through community college. And at one point, he even found himself bankrupt and homeless. So in this interview, you'll hear his incredible story of how he rose to the top and how he currently helps others get there too.

### More Key Information You'll Get From The Interview

- How to make sure you're not bringing a "negative view" of sales with you into your presentations – you may not even know you're doing it, but you could be costing yourself serious money
- Ways to make sure your sales scripts build enough value – so you can charge more for your products, and easily get it
- How having "comfort zones" could be hindering you from making the profit you deserve – and what to do about it
- What a master script-book looks like and how to compile the kind you'll be able to rely on for years to come
- All about Eric's "sales mountain" and his simple steps for climbing to the top
- Several examples of successful sales scripting stories – you'll be amazed at the difference a little tweaking can make
- What you can learn from the way children negotiate their deals – it's no surprise why parents usually give in to these natural little salespeople
- A few of Eric's open-ended closing lines that seal the deal without being too pushy

According to Eric, it's important to keep a positive outlook on sales in order to be successful at it. And it's also important to have the kind of scripts that will allow you to know what to say in any situation and to any objection. But if you follow Eric's techniques, it won't be long before you're making the kinds of sales presentations that consistently bring in the big money. This interview is 60 minutes.

Michael: So when people are in fails and they're delivering a presentation and they have a negative view on selling in vying to that cultural hypnosis. They just put hurdle up in front of them, imaginary hurdles but they are real for the person, it will never achieve their potential; and so what I do for people is that I removed those hurdles.

## Music

*Hi. it's Michael Senoff with Michael Senoff's [www.hardtfindseminars.com](http://www.hardtfindseminars.com). Get ready I have a wonderful one-hour interview with a master sales trainer, his name is Eric Lofholm. I met Eric back in 2004 and heard him speak on a conference call and over the last several years, I knew I had to get him on as a guest and so here I've had a chance to really dig into Eric's brilliant sales mind in order and incredible amount of information from this interview.*

*Let me tell you a little bit more about Eric. Eric Lofholm is a Master Sales Trainer who has trained tens of thousands of sales professional nationwide. He is the president and CEO of the Eric Lofholm International Incorporated. It's an organization he found to serve the needs of sales professionals worldwide. He began his career as a top-producing sales representative for three different sales organizations. He is consistent track record of regularly outperforming his fellow sales reps earned a reputation of success that follows him to this day.*

*Eric has been trained by some of the top trainers of his time including Anthony Robbins, Dr. Donald Moine, Ph. D, as well as countless others. Many of America's top companies have hired Eric regularly to train, motivate, and inspire their sales team. His clients have added millions of dollars in sales to their record after attending Eric's energetic and groundbreaking seminars. He has delivered over 1,500 public and private presentations in companies such as Microsoft, Century 21, Prudential, Smith Barney, RE/MAX, the US army, and thousands of other companies. So sit back and listen to me interview Eric like he's never been interviewed before and I hope you enjoyed. Let's get going.*

So Eric, tell me a little bit about your background and I wanted to save a little bit of our talk for some of the strategies and some of the information on Sales Scripting in your theory on the Sales Mountain. But I think it's really critical that you describe some other challenges you had early on and a little bit about your story because it's certainly an exciting one with the ups and downs so tell me a little bit about how you got involved in all of these, I mean, backed to that time when you are flipping burgers at McDonald's.

Eric: I left high school, I didn't have any goals or direction in my life. My father encouraged me to go to college so I did that and I ended up with community college for five years, I've never even got to two-year, a

degree and when I was in community college, I was a [Inaudible 03:10] a cook at McDonald's.

Michael: Where were you – where were you located?

Eric: I was at Rockland, California where I lived now. Community college is called Zero college coming up in a family of college graduates. There was a lot of pressure on me to do well in school and I just - that wasn't my thing and it was a huge blow I think to my family when I dropped out of college. Up the road from Rockland is a little town called Auburn, California and that is where I was a cook at McDonald's.

My life was just going nowhere and I ended up going to a seminar, a real estate [Inaudible 03:40] seminar, one of those on the late night in for in [Inaudible 03:49] and I went down to that day and I experienced a turning point in my life. There was a speaker named Dante Perano who was just an amazing – amazing speaker and he got me so enthusiastic and so excited real estate investing that not only did I buy his program but I set an intention that I wanted to go work for him and I taken a day off at my job at McDonald's to be at the seminar. So I had no real estate background or anything like that and I ended up applying for a job and I don't know how it happened but they hired me. They never should hire me at no sales backgrounds, two years at McDonald's, five years in Community college and they offered me an entry-level telemarketing position and I also became Dante's assistant. So part time I was his assistant to this very successful real estate [Inaudible 04:43] seminar speaker and then part time, I was in telemarketing.

Michael: Was he selling kind of a like a course like [Inaudible 04:50] had to buy or how do you invest in real estate?

Eric: Yeah, he was very much like [Inaudible 04:55] he was a real brilliant guy. If he would go and buy part of the buildings and convert them into condos and then sell those condos of to our customers, so they could buy real estate from him and that we also would teach people how to become successful real estate investors and that what attracted me to work for him is I had this idea in my mind that I was going to be successful as a real estate investor.

Michael: Were you ashamed that you are working at McDonald's or you are pretty cool was it?

Eric: It's interesting because I like so many people growing up, I had so low self-esteem. My parents got divorced then since I grew up a little of my mom and little of my dad and then I have step parents and in a high school I never really thought I could fit in and then I have a real low self-esteem and what's interesting is when I went to work at McDonald's and everybody has got the same uniform and the first time



in my life I fit in. it is funny thinking about it now, um, it will take or how much you hated working there, I actually loved it and I felt it and I felt and my confident started to grow, it was a really fun time of my life but it was a low point financially because I know, I used to make about \$6,000 or \$7,000 a year.

Michael: Yeah, how old are then and how old are you now?

Eric: I was at that time 18 to 21 and I'm 37 now. I wasn't really dissatisfied of my life because I don't have really any goals and so I was cruising through life and nothing at that point in my life that would give any indication that I would go on to be teaching sales skills to people all over the world and then I moved to Reno, Nevada to go to work for Dante and I was doing an entry-level telemarketing and then the interesting happened in my life when I moved there is I was engaged prior to working for Dante and I moved to Nevada and my fiancé was in California, and she came to visit me and I said, "Why don't you come and lived with me in Nevada?" and she says, "Well, I was raised in the old-fashioned and I can't live with you until we are married," and I said, "We are already engaged, why don't we get married?" and she says, "Well, okay, when would you want to do that?" and it was on Wednesday. I said, "How about Saturday night?" So she hired a Reno chaplain in Reno, Nevada, she was aged 18 and I was 22 years old, we eloped and we are still together and we've been married now for over 15 years.

Michael: Well, that is awesome.

Eric: It was a big turning point for me because one of the principles of success is what's your "Why?" Why are you going to go out and succeeded when I got married, it created a new level of motivation for me, is on my own I was a cook at McDonald's and five years in community college and once was married all of a sudden I had a reason to go out and be successful and it came into play about a year after I worked for Dante.

My first year, I was a model producer and I wasn't there to learn sale that no interest in selling, I was there to learn how to be real estate investor and at the end of my first year, they put me on quarter probation because in this quarter two months in a row, the quarter was 10,000 of growth sales and my manager Richard Hogan said if you don't hit your quarter this next month then we are going to have to let you go.

Michael: Were you doing out-bound telemarketing?

Eric: Yeah, I was calling people that had attended his seminars in the past so they had at one point not as only now but at one point they had interest in real estate investing.

Michael: Where they students who pay for or was it a free seminar?

Eric: They were people that had attended a free seminar and had purchased his basic package. So they all knew who Dante was, they were believed her in his message; they had purchased his program and because I was new, I got the older leads.

So these customers had already been worked for hoop very well and my first day I will never forget that they hand to me a stack of leaves and one leave was on 8-1/2X11, she did on computer paper and they figured me I made a 100 leaves and I said, "Here you go, make as many sales as you can." No training. No scripts. I had no clue and the wonder I was terrible at it because he didn't have system in place and the way the culture was – it was like a survival of the fittest.

In retrospect, the fact that there wasn't a system, it became critical in my success in the future because the responsibility was now on my shoulders. I had to figure it out. Not only I was the survival of the fittest but you can have two sales rep to work from the same leads and whoever gets the credit card first, the one that they got the sale and so created that's really high-level of hunger and I didn't become interested in learning selling until they threatened to take my job away.

Michael: What did they tell you?

Eric: Well, they said, "You know, you missed quarter two months in a row, and we have three strikes in your out rule so you got one more month."

Michael: And what do you have to do that month?

Eric: You had to \$10,000 in gross sales and the commission was around 20%.

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Michael: Do you remember how much this program you are selling were?

Eric: The lowest price point was \$39 a video but in the highest price point was \$3,000 if you could go on real estate tour in Texas and view properties and write contracts and all, and those types of skills and what they taught and so I had a comfort-zone issue where I was literally afraid ask an order large than a thousand so I wouldn't sell those products.

Michael: Tell me what made you uncomfortable about that?

Eric: It just seems like a huge amount money, you know, I'd never had money, never made much money in my life and asking someone else to make a \$3,000 investment, \$500,000 or thousand over air fare and



hotel. I just couldn't get my arms around asking for the order and so I just avoided that.

It wasn't any so much a belief. It was more of a – a comfort zone issue. I started developing my own sales scripts and initially I wasn't taught sales and I - I didn't realize I was doing it and I found that I could give the same presentation over and over and over and over again and I have given that presentation, I was able to consistently make sales, I will be at a low-priced point and that is where the - hitting the quarter key mean, I was doing pretty good in terms of number of sales but my average ticket was still low so when you added it all up, I was less than 10,000 a month.

Michael: So, did you break through that comfort zone there?

Eric: I did break through it and it happened a month that I was on quarter probation. The top-producer in the office was a gentleman named Tony Martinez, and Tony became a mentor to me and still a mentor to me. Actually, I spoke with him just yesterday and he was trained to buy another who would eventually become a mentor of mine naming Dr. Donald Moine.

And Dr. Moine is the author of "Unlimited Selling Power" in many other books and in my opinion; he is the world's greatest sales mind. He is brilliant man and he approaches selling from a scientific standpoint and he step more time with top producers, observing them in real world sales situation that probably anyone else in the history of the world; and what he does from a scientific standpoint is to watch their presentation and takes notes on it and he was able to breakdown scientifically principles of influence to where you could take this Rockstar sales person who does it naturally. Breakdown scientist to what they did and then teach that to somebody like me who wasn't a natural-born sales person.

So Dr. Moine taught it to Tony Martinez and then Tony Martinez taught it to me and then eventually Tony introduced me to Dr. Moine and then I started learning it directly from Dr. Moine. Fast forward, fifteen years later and occasionally the three of us will teach seminars together which is a lot of fun when we all get together.

Michael: So let me ask you this, after studying and meeting Dr. Moine and Tony what happened to your sales volume after that?

Eric: The month after the 10,500 I was just about to get fired and I hit the quota of the month, Michael, I did 51,000.

Michael: Wow!

Eric: And then a little bit later in the year, Tony Martinez left on to his company to start his own seminar company and so Tony left and Tony was doing the speaking for Dante, he was phenomenal at it and so now Dante needed someone to do in front of him speaking for him in place of Tony and they came to me and asked me if I'd like to do it.

At that point, I was 23 years old. I don't think they thought I would be successful at it. They had seminar coming up in Idaho and liked five days and they needed somebody to do the presentation. So they came to me, Oh, Eric, I was sitting at the back of the room, so they sent me out there, I don't think they are expecting anything.

Michael: How many people were there? Do you remember?

Eric: Yeah, I absolutely supervise and spoke to 21 people.

Michael: Were you freaking out a little bit?

Eric: Yeah. Absolutely, I was really nervous and the first talk I did, Michael, they – they were probably like if they have get to one and that would be good. I sold nine out of 21 at \$1400.95 –

Michael: Wow!

Eric: -- which 41% and that month in Tony's speaking talk I spoke four times and I did a \$160,000 in gross sales in those four talks. You know, obviously I realized that I had a gift for selling from front of the room but it wasn't just my gift that was leaving in the presence of Tony watching him give this presentation and I didn't give the same talk that he did but I have the essence of it.

Michael: Tell me, what did your dad do? Did he have kind of influence on you?

Eric: My father, although, he is a pharmacist, he is also a speaker and he is not a motivational speaker. He is, you know, he is more of a professor-type of speaker that you have at the university but growing up having my father to be a speaker, it created a belief in me that I could do it too.

Michael: Who at the time, do you think was one of your old time, biggest influences as far as speaking?

Eric: I've been around the best of the best in the world and Dante had a charisma to him, I don't know if I had ever seen in anyone else, he was so amazing so I was around Dante then I was around Tony then I started delivering the presentations myself and then Dante, actually, shortly after I took that position speaking, he retired and he has been out of the seminar business now for more than ten years. He is a global real estate investor. He invested all over the world multi-millionaire.

Tony and I has recently spent sometime with him in one of his numerous home but he shortly there after retired so I was that opportunity ended.

Michael: So, what happened when you left Dante and how did you get into becoming a sales trainer?

Eric: It hit my low point about life after I left Dante.

Michael: Tell me what happened?

Eric: I went started telemarketing company and I thought because I have been successful at selling that if I set up a team of telemarketers, I could pull me up the phones, I wouldn't have to sell and I would be very successful owning my own business. And as you know, owning your own business and selling are two completely different skills sets.

Michael: What were you planning on selling ones you set up your telemarketing operation?

Eric: It was similar to what I sold for Dante. One of the products that we had working for Dante was a Foreclosure Seminar and so the instructors of gentleman name is Ted Thomas and he's been around for many – many years –

Michael: I have heard of him, yeah.

Eric: -- one of the real estate gurus out there, and so Ted and I became friends and Ted said, "Dante is getting ready to retire, why don't you start up your own telemarketing company?" and you could call and sell my foreclosure programs and sounded good to me.

So we went and created a joint venture with another gentleman, you might have heard of him for a name of Wade Cook. And back then Wade was on his gain and he was one of the hottest seminar guys in the world at that time best-selling books. So, Ted went to Wade and said, "Hey, we are doing a joint venture and will sell my foreclosure course to your students and I got a guy that will do the telemarketing," and Wade, you don't have to do anything just provide us the leads and will give you a cut, Wades does all and that sounds good.

Michael: Then he used producing tons of leads.

Eric: Obviously, this guy was at that time, probably the biggest guy in the industry not the in the biggest in the top ten in the world with all the best-selling books in his seminar, the eve was so hot back then.

Michael: Right, I remember.

Eric: -- and so here I am a 23-year-old, Eric Lofholm with this two multi-millionaires Wade Cook and Ted Thomas, it's a do this joint venture and I don't know what I'm doing and so I started this company and we

are doomed to fail from the get-go. I don't know anything about hiring, training, budgeting, running financials, so 90 days later, I'm out of business.

Michael: Did you sell anything?

Eric: Yeah, we were successful at selling, we are good at sales. I didn't know how to manage the personnel. I didn't know how to hire and we were doing about 10,000 a week in gross sales, it's just that in a simple way, thus, in a split work this Wade got a third and Ted got a third and I got a third.

Michael: Yeah, there were not enough margins for you.

Eric: Out of my third, I had to cover all the expenses. Expenses came out and then we split profits. It probably would have worked but see I didn't know any business backed then and so my heart wasn't in it to keep it going so and it went upside down and then I had creditors calling me because I was behind on my other bills pressured has got to me and so I declared bankruptcy over \$26,000 and I felt like a failure as a husband. My wife and I separated. I ended homeless for a day. My car got repossessed. My whole world came crashing down my inner gain, I just from mindset standpoint, I couldn't deal with the failure and so out of that I vowed out loud and I said, "God, I will never go in this fails ever again."

Michael: Really.

Eric: This is pressure. I ended up spending the night at my car and no money then my wife ended up going to live ironically with my mother shortly after they came to my senses and call my wife up and profusely apologize for I made a mistake and I just needed sometime to clear my head and so we started communicating again and I always that I would be a waiter and so I went applied for waiter jobs in Reno, I was applying in this casinos and they have – I have entered a waiter position as a graveyard shift and I applied for seven casino graveyard shift waiter position and I could not get a job Michael,

Michael: Oh my God!

Eric: And so ah, the low point of my life was Club Cal Neva did not hire me and they gamble there for 25 cent a chip and so you can get a hotdog and a beer for a bucks so if you have no money you go to Club Cal Neva, so the client tell us it's terrible you don't have enough experience.

Michael: So, did you finally find the waiter position?

Eric: So I got hired at heiress waiting tables, graveyard shift at the garden coffee shop and I was making money a dollar a table and when I got that job I told my wife, okay, let's go back together, moved back to

Reno and she says, “Where we going to live?” and it took me a good two months saving up money a dollar a table to get the money for apartment so we could move backed in together to move in Fox fire apartment complex in Reno, Nevada. Michael, one of the happiest moments of my life when I got this one better apartment and my wife and I were able to get back together and then that moving on and I went to work for Tony Robbins.

Michael: Tell me just a little bit about your experience with Tony Robbins.

Eric: I worked for Tony Robbins for three years. I started of doing entry-level telemarketing, got promoted to manager and then when I out in the field promoting his seminars and one of the things that happens when you worked for someone like Tony Robbins is your confidence really grows.

He is amazing at building people self-esteem and so by being in his energy and in his culture there, his environment, all of the sudden, I know, I said, “Okay, I want to go out and I want to be in a lead, seminar leader.” And the skills that I had were around selling and I always good at teaching others sales skills back with Dante so just over nine years ago, I was 28 years ago, I left Tony Robbins organization and I started myself training company, I was working out of a spare better in my condo and my dream was to be a Tom Hopkins, Zig Ziglar of my generation.

Michael: Eric, this has been an amazing story. What a journey you had and I really believed you are one of the Tom Hopkins or Tony Robbins in the sales field today. Many people resist selling and there're uncomfortable selling even as you are, how do you help people with your programs like that?

Eric: Well, there is a huge problem globally right now, and the problem is that there is a cultural hypnosis. Hypnosis is the non-critical acceptance of an idea and there is a sigma, it's about being in sales.

Michael: Do you – explain that?

Eric: Well, what happens are certain times, ideas will come to us and we will accept them as the truth. My daughter will be complaining of a hurt ear and then the doctor will look him with his equipment says she got an ear infection, go to the pharmacy, get amoxicillin, take the bubble gum medicine a couple of times a day for ten days. If she doesn't get better come back and see me.

Well, when I get that prescription, I'm not going to go research on the Internet. I'm not going to go to a second doctor, third doctor, or fourth doctor. I'm not going to go looking for natural remedy. I'm going to take the prescription and I'm going to get it filled. A non-critically accepted what the doctor said and that's what hypnosis is. It's when you non-

critically accepts something, it's not the watch waiting back and forth in front of you – you are getting sleep – sleep, it's when we non-critically accepts something that is the definition of hypnosis, and so there is a cultural hypnosis that selling is negative and people all over the world buy into that hypnosis and so they have this negative view on what sales is.

So now they end up drifting into sales which have most of us get there, right and have a dream when I was at high school working for straight commission and stressing commission of making my mortgage payment, you know, who dreams of that but somehow we end up in sales and so now what most people unfortunately do is they end up in sales with this hypnosis as selling for that thing.

So they carry that believe into that sales presentation with them and what it does is an action of imaginary hurdle that prevents people from achieving their potentials. So if you and I are in a 100-yard race and where the same speed without hurdles and now we run the race but I have to jump over hurdles and you don't you're going to beat me every time.

So when people are in sales and they're delivering a presentation and they have a negative view on selling, they are in a cultural hypnosis, they just put hurdles up in front of him, imaginary hurdles but they are real for the person, it will never achieve their potential and so what I do for people is I removed those hurdles and one way that I do that is by re-frame what selling is because to me selling is not, well most people think of sales as arm twisting, high pressure manipulation, use car sales, selfish, it's all negative and that how my view on sales is. My definition of sales – my re-frame is, selling equals service. When you sell, sell from honesty, integrity, and compassion. It's not about a hard sell it's about a heart sell.

So the first thing that I do with people is get them to embrace selling and ultimately become proud of being in sales. Sales is an honorable profession, although most people don't view it that way and then once I've installed that new mindset in them then there are far more open to implementing powerful field techniques that can help our client better understand the benefits of their products and services offered.

Michael: Now, I know that you are world renowned for training people with sales scripting but when did you really first realize how to use sales scripting in sales scripts and to teach that in your trainings.

Eric: I first learned it from Dante, although, I didn't know when I was learning from him. When I watch Dante speak, every time he finished his talk, people run at the back table and sign up for his program and when I realized later is he had a script. He said basically the same thing in every presentation and that's what brings that predictable result.



When I was selling the lower dollar items for Dante, I was saying the same thing basically every presentation, I was producing that result. It wasn't until I met Dr. Moine that I realized that when I was starting to sell lower dollar I got most too unconsciously and with Dr. Moine's knowledge I started learning how to consciously create scripts that produce predictable results.

There is hypnosis around scripting because when people think of a script they think of can rehearsed, mechanical, inauthentic, it's just not me, it's not flexible and that's not what script is. So people are operating with the belief of that what's the script is and with those beliefs they resist scripting. That's not what scripting is though.

The definition of the script is words in sequence that have meaning. So if you are saying a sentence and it make sense that is a script. So it's not a question whether or not we're using a script. The question is how effective are your scripts when people wing it that is a script. Most people in selling have gotten good at a bad script, and so Dr. Moine, he would go and study this sales superstars. People like Ben Feldman, the worlds greatest life insurance sales person or Joe Gerard whom Dr. Moine spent one on one time with and he is a Guinness Book of Worlds Record for most car sales in the history and he would watch this master people, the best of the best, and you watch him and what you found was there were opening the same way their presentation, they are closing the same way, they were telling the same stories. They were overcoming objections in the same manner and so he started discovering that that was the key and with that Dr. Moine became this unbelievable script writer.

Michael: What was his driving force? Why was he doing that?

Eric: Little background on him, [Inaudible 27:49] was to programming was started at UC Sta. Cruz by Grender and Bandler. Bandler being a student at UC Sta. Cruz going to bring a [Inaudible 27:56] professor and Dr. Moine was student with Richard Bandler. So he came up in the NLP movement and then he went on to study in Oregon and got his PhD in psychology and he wrote this PhD dissertation on "What separates sales superstars from the rest?"

And so he went approaching from scientific standpoint and really had no interest in teaching sales people. These companies would get a hold of Dr. Moine's piece of dissertation and they would call up and say, "Hey, would you be one to come and teach our sales people what you know?" You know, more about what top producers do and can explain better than our top producers and that end up taking up his career in the whole new direction. He wrote the first NOP Base Sales book I've written called Modern Persuasion Strategies and it's not the last 25 years of his life in this conversation of persuasion, influence, scripting, sales mindset and of anyone I've ever met he is the most

brilliant sales mind out there as far as how many people he studied. I don't know what the number is but I know it's been a lifelong study.

Michael: How would you define sales scripting in general terms?

Eric: I would just define it as putting together in effective presentation prior to delivering that presentation and anybody in the world can take whatever they are currently saying in their presentation like wherever someone currently said I called at their baseline scripts and when I teach people how to do is take their baseline script and then persuasion engineering.

So what that means is, we're going to look at what are you currently saying and then we are going to take a step back and look at it and say, "How could we more effectively, more powerfully, more persuasively communicate this idea and we breakdown the script from the opening to the probe and questions to how we close, to the stories that we tell and we add in this powerful persuasive techniques and anyone can come up with this information with this knowledge and have a more effective presentation and they would have that knowledge whatever presentation that they give for the rest of their life.

Michael: Ok. I want you to kind of think that you can come up with a story for me just made you a student of yours who must be failing and this started implementing sales scripting into his business and tell me a before after he started using script; anyone that pops into your head?

Eric: Yeah, a great example of this is one of my star students and it's a woman named Arvee Robinson and Arvee is a business owner and what teaches people how to do is grow their business by doing public speaking. So she worked with a real estate agent at loan officer financial adviser and teach them how to give free local talks or seminars as we have generating leads for their business.

And one of the ways that she trains people is one on one coaching and so Arvee when she met me, she had a resistance to selling that cultural hypnosis of thinking selling was a bad thing. She had a huge resistance to scripting and she also had a situation where her bank account was a lot lower than what she wanted to be so she was open even though she resisted.

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Michael: What was her resistance and do you see of one of that resistance with other sales people?

Eric: Most people that I come across when they first meet me resist scripting.

Michael: Why?

Eric: Because they think scripting is the telemarketer interrupting your dinner at 7 o'clock at night reading from a piece of paper. They think it's can rehearsed, it's inauthentic, it's just not me, I could never do that, and so it's not a part of their belief system that is the key of success and it went even deeper with Arvee because when Arvee would teach a financial adviser how to go their business doing speeches, she would teaching that adviser to not use a script.

Part of her philosophy as a trainer was not use script and so she was willing to be coachable because she want a better result and one specific thing I did with her is I said, "How much is your coaching rate?" and she told me what she charges by the hour and I said, "Arvee, that is way too low, you need a double your rates."

Michael: What was she charging now?

Eric: She was charging at that time a 125 an hour.

Michael: Ok.

Eric: I said, "It needs to be 250 and our minimum" and she said, "Well, Eric I'm having a hard time getting 125 an hour, how am I going to get 250." I said, "You're not stopping – you are having a hard time getting 125 an hour, it's that your sales presentation, your script is not building enough value and all we have to do to get as many people as you want paying to 250 an hour is to build more value in the sales scripts."

And so I worked with her and we re-engineered the scripts and there are several things that we did and then I said, "Ok, go out increase your rates and you are going to have a lot more success." And I checked into her about 90 days later and I said, "How is going with your new rates?" and she goes it's not and I said, "Why not?" she goes I didn't do it. I said, "I laid up the whole strategy, I gave you the script, why don't you do it?" Was that a comfort zone to charge the higher amount? I said, "All right, ok, just do it, ok, do it." She calls me after couple of days later and she, I can feel her bouncing on the phone, "Eric!, Eric!, Eric! You will never believe it! You will never believe it! You will never believe it!" I said, "What?" she goes I did what you told me to do and I just got a credit card for \$1000, you'll never believe it. I said, "Arvee, absolutely, I believed it." And what have happened 90 days ago, you would have done what I told you to 90 days and she is now used that script and made a small portion with that script and I met with her in December and I said, "Ok, we are raising now, you are no longer hourly, now you are yearly and your fee is 5 Gran" and shortly thereafter that session I did she picked up her first client of 5000 in her ability to clearly communicate the benefits and value that she can offer somebody with the one-on-one coaching that she provides.

Michael: Well, the most incredible thing I see is that ones a company or a business or a sales person has proven sales scripts, it's scalable and they can integrate those scripts in their entire inbound or outbound sales process. Is there an example of someone that you seen take sales scripts that you created for him and implement that into their business and have had a positive result.

Eric: Well, I did exactly with more on Loral Langemeier?

Michael: All right. Tell me that story.

Eric: Loral was a global seminar leader and she was referred to me and she want to grow her business. She got all these leads coming in. Sales people aren't converting and so I'm came into some analysis and said to her "You don't have right scripts." They are not communicating the benefits of all of your program and she goes "Ok." So what I needed to do, I said, "Well, hire me and I will help you," and so she hired me, and we took her inside sales team from about 50,000 a month in gross sales to over a million a month in gross sales and what it did was, they gave the sales people more confidence. It gave them predictable results. It gave her new hires and opportunity to become far more successful. It decrease the turnover and the scripts that I wrote, she had those, let say her business can go for another 20 years. She could benefit from those scripts for the next 20 years. So it just makes sense.

Michael: She is a big [Inaudible 35:38], I mean, what point of her career had you met her, was it early on or was it more as her career was really starting to take of?

Eric: She had had her business, I'm going to guess for three years and she was on her way up but her books weren't out yet and – and the books just made a huge difference, she is the best selling author written a multiple best selling books and so what is great about the work I did with her is that when the books hit, and the leads really came in fast and furious, her inside sales team was prepared to convert all those leads that came in.

Michael: Do you got all her inside salespeople in house or where she forming it out?

Eric: When I was working with her every body work in house. I don't know what her current model is. I was on as a consultant for 18 months, I wrote the initial scripts train with her team on conference calls on regular basis and so I don't know, you know, as she evolved or she outsourced it but at that time she had a team and everyone is in house.

Michael: When someone comes to you in their big sales organization, they want to revamp their whole inside selling process or outside selling process, what services do you provide, what are you going to do for them?

Eric: I would take a look what are their current scripts are and then we determine what scripts do they need; they might not have any scripts. I've got a German right now who does search engine optimization and he is really – really good at what he does. He came to me and said, you know, I need your help and I said how good are you? And he says, “Why can't get you on the first page of Google in the next week, I will show you how good I am.” I'm sure not he did it and I said, “Ok, you got a good product here,” and so but he doesn't have a clue on how to write a sales scripts and that is the key.

The key is getting the scripts done, so you are not talking about working together, what I will do with him is whatever scripts he currently has all analyzed those, figure out what are the scripts that he is missing and then we'll prioritize it and then I will start writing the scripts. Then we'll test the scripts head on the phone, will find ones that working but he'll get it as deliverables as his Master Script Book and then I will know scripts for he lifetime of the company.

Michael: Tell me what is a Script Book and how is that use for a company?

Eric: The idea is that you would get every product or service that you offer, you're going to want and have a sales script on that and each objection, the common objection that come up, you are going to have a multiple written responses and you don't want to put all of that in two one master binder so this is like you're company's scripts and so one of your sales people is calling up on XYZ product and if got the script to take the prospect through, identify the prospects needs, clearly communicate the benefits and then close and it is written down word for word. And it doesn't mean that the sales rep reads it robotically; okay, they are going to become the script like an actor or an actress in a movie, you know, what makes them great is you don't know they are acting.

Now, you don't know that they are reading from the script, and the two of you know that but you know, while in the moment watching the movie you forget all about that it's a movie and you just are there with this great actor or actress and that is the level that we get evolved to as sales professionals or a clearly communicating the stories that need to be communicating. We are clearly communicating the benefits and one of the things was Arvee that I helped her with, she is selling the coaching service or teaching how to grow their business with speeches and the question to ask somebody is if you are out getting speeches right now, how much more business would you bring in and the prospect would probably says, “Well, a lot more, just find a lot more.” Well, I would get if it's a real estate [Inaudible 39:20] I get one extra transaction a month.

So if you are speaking right now, you can actually transaction about the [Inaudible]. What is the value to it if you view on that? “Oh, it's



\$7000” and then imagine you are making an extra \$7000 a month, how would you life be different? If that sequence that I just quickly went through right there, that is the key sequence for Arvee to go through when she is selling her coaching service and when the prospect goes to that sequence and then they compare \$7000 a month with a \$250 an hour coaching they get upset, no brainer, how quickly can I find up.

Michael: Once you had your scripts done is that it or do you continuously add to him as you add more products or find a new objections and new ways of overcoming objections, what do you do with the book?

Eric: Yeah, it's a living document. So the script is actually never going to be finished. It's always going to be evolving; it's always going to be improving and it's not that I have all the answers, you know, I will come up with the best script that I can and when there are sales people are [Inaudible 40:24] with the phone with his prospects or face to face with the prospects, they may come up spontaneously with a genius concept.

The problem most sales people is that when they come with some brilliant idea they don't write it down. Well, they don't share with rest of the sales people so when you have the script done and you understand as a living document as people on the team are coming up with good ideas, you are going to keep building that into your script book and a big part of the script book are going to be your success stories.

Nothing sells like success. I shared two stories so far on our call, one was about Arvee and the other one was about Loral Langemeier and the help that I provided them. Those are very persuasive scripts. So as I get other stories like at they come on almost daily as star clients and [Inaudible 41:10] are out doing great things, those that get built into my script book.

Michael: But tell me another story, another success story.

Eric: Sure. Another one of my clients is Dough. And Dough is financial services. When I started working with him he was making about \$4000 a month, barely enough to get by, had a lot of fear around selling. Did not have effective scripts and this is something that I worked with Dough extensively on, his sales process is a three and four step process. So he steps the initial appointment and so does an appointment setting and then he goes on the first appointment and then he goes on the second appointment and then he goes on the third appointment and ask for the order or goes on wait until the fourth appointment and ask where you were. There's a lot that goes into this presentation and I take it Dough from about 4000 in income, he recently had a month where he made over \$25000 in a single month because of all the increased income that he has made, he owns his



own home and six rental properties and he also owns 40-acres in Colorado that he wants to develop on it, that he's dream sometime down the road or what he has more than anything is peace of mind knowing he can duplicate his results month in and month out sets up a quick financial services example.

Michael: I've seen your analogy for your sales mountain and I think it's a great metaphor for what you teach in selling. Can you explain to me a little bit more about what is the sales mountain and how did relate to your sales scripting?

Eric: The sales mountain helps people with the starting point of putting their sales script together and in a simple way it's an outline. Imagine a mountain and at the base of the mountain among lower left hand side is step number 1 which is the Lead Generation and we are going to lead the prospect of the sales mountain into what I called the Suite Spot of the sales presentation, that is the top 25% of the mountain.

And the Suite Spot is where you ask for the order where the prospect is ready to make a buying decision so we are going to start at the base of the mountain lead generation and then a little bit above lead generation that we are going to appointment setting.

Now, we set the appointment, now we are on the live presentation and we are going to lead with trust and rapport for and then after we build the trust and rapport we are going to identify customer needs that is the next step and after we identify customer needs we are going to share the benefits and after we share the benefits that is where we are going to close, now we are in the suite spot, that top 25% and after we close, the prospect going to say one of the three things.

They are going to say "Yes," they are going to say "No" or they are going to give you an objection. Now, this only happens if you ask for the order and you're silent. So we got to ask for the order and when you ask for the order predictably, the prospects going to say "Yes," "No," or giving objection and then after they have given an objection, we are going to what I called elegantly dance with the prospect and this is like a whole another hour of call we called it elegantly dancing but the essence is I say, "How you feel about moving forward?" and the prospect says, "The price is too high." And then I say, "How much too much is it?" and they say, "Well, it's \$200 too much." Other than \$200 is there anything else that's preventing you from moving forward.

There is this natural banter that goes on back and forth when you are effectively selling and I call that Elegantly Dancing with the Prospects. We are not on arm twisting; we are not doing high pressure.

Michael: When I hear that it reminds me of Zig Ziglar Secrets Of Closing The Sale. These are objections that I've learned in those books and I know

there's a lot of sales people out there who would maybe accuse that as being typical stereotyped objection that every person has heard before to those still work today.

Eric: They absolutely work and let's think about real world influence. Ok, my son is 5 years old, let say I picked him up from school and this is something that happens sometimes, I'll say, "I will pick you up from school," and my son will say, "Dad, can we go to McDonald's?" So he is closing, and so I say, "Not today Brandon," and he'll go "Come on, Dad." Now we are having this bouncer back and forth. I'll say. "Well, Brandon, I just took you yesterday." And then he'll go, "Just this once." And we have this bouncing that go back and forth.

Michael: They are good, I have a 5-year-old son too, are they not incredible sales people?

Eric: You see these what happens in the real world naturally. So in selling we have to be able to naturally interact with the prospect. I had a client who I was selling a 5000 on our program too and when I got the end of presentation, I said, "How do you feel about being one of the 20 people in the program?" and then I was silent and when you do that one or three things that is going to happen, they say "yes" nor will give you an objection, he goes out of the money.

So I need to elegantly dance with him. I need to say something without the sales done so I said, "Dane if you don't do this then what are you going to do?" Then I was silent and Dane said after a long pause, "Do you take American Express?" So there's a variety of techniques, you know, Zig Ziglar has some, Hopkins have some, I have some. It doesn't really matter whose techniques you use, the key distinction is when the prospect gives you an objection you've got to say something that make sense that is powerful and persuasive but not pushy and that's the concept I call elegantly dancing with the prospect that is the essence of the sales mountain.

When you are creating your sales scripts, you want to have scripts to generate leads and when you have scripts too accept the appointment, you want to have scripts to build rapport and then scripts to identify customer and then showing the benefits scripts then closing scripts and then objection healing scripts.

Michael: Thanks for explaining that to me, I appreciate it. Let me ask you this, I've heard you talked about a mentor of yours and I don't think there's a lot of people who know who he is, his name is Ben Gay. Can you explain to me who is Ben Gay and what was your relationship with him? How did you learn about him?

Eric: Years ago when I worked for the Tony Robbins Organization someone came to me and said, "What do you think of the book "The Closers."” I

said, "Never heard of it." He said, "Eric, it's the best book I've written on the subject to selling." I said, "I've never heard of it." They wrote down the phone number or the closers and I put it my coat pocket, you know, you probably has experienced Michael, you put some on your jockey pocket and then, you know, six months passage you're [Inaudible 47:53] at your pockets and you will find this business card and [Inaudible] you wrote yourself six months later, I come across the phone number, I picked up the phone I called in it's [Inaudible] Books and I said, "Yeah, I was recommended "The Closer," and that since the best sales we've ever written," and I'd like to order a copy. So the person who answer said, "Thank you for calling because you're listed the closers," and then they went to the sales script on the special they were offering and had a whole comprehensive home-study program, 199 bucks whatever the price was, it turned out that Ben Gay answered the phone that day, he is the man behind "The Closers Book series which result a tremendous number of books through the years." It is the blue book called "The Closers" you can find it at any major bookstore and he happening answer the phone that day and I ordered from him and Ben lives in Placerville which is near where my mom lives in the Auburn Foothills and so we created a friendship.

I was still working for Tony Robbins then and I said to Ben, "Hey, when I'm up seen my mom next, could we have lunch?" and so he said, "Sure," and this is before I have my sales training company. We sat down and had lunch and we became friends and since then we talked some seminars together. He's been an adviser and a mentor to me. He is one of the top minds in the world today on Sales and Influence and I have a recommend his book The Closers.

Michael: Ben Gay was like one of the top distributors in Holiday Magic and Glenn Turner was with Holiday Magic and then left them and went to start his own MLM Koscot, that's how I heard about him.

Eric: Ben came up with Napoleon Hill. He told me a story one day about when he spent time with Zig Ziglar when Zig was just getting started. Zig was doing some customized training, I think for Holiday Magic and he was just getting start to the new Earl Nightingale. He is an amazing wealth of knowledge. He has had a big influence on my life.

Michael: Tell me another good, success story.

Eric: Another one of my client to had a huge resistance to sales scripting is woman named Ronda Sher and Ronda teaches people how to be successful in networking and so anyone that wants the network a chamber of commerce, meetings or wants to grow their business with networking, she is great at it and she didn't believe in sales scripts.

She is a very charismatic person and always would winged it, she will get mediocre results, good enough results to pay the bills but not great

results and one of the ways Ronda sells is on conference calls, and so she did this conference calls and we get to the end, she will make her offer hardly anybody would buy and so that was Ronda then I said, "Ronda tell me about your business," what you're doing and I did analysis and I determine she hadn't had the right sales scripts and I said, "Ronnie, you need to use proper sales scripts," and she is like "No, no, no." eventually took her awhile, eventually she set up here, she keep telling me about sales scripts can you help me out. So we worked something out and she hired me.

So we put together as really off from sales scripts and she has two conference calls the week after I gave her the scripts. Typical conference calls, she generates zero to \$500. She has two conference calls and she generates \$8,000 because of the two calls right after I re-engineered her script and Ronda had a dream when she started her business. She always to buy a car for her husband out of the profits from her business and she wanted to pay all cash for the car and she was never able to do it because she was striving in her business and once I got her on the right track with scripts within six months, she went out picked out the car of her husband's choice, paid cash for it \$48,000 all cash at a profits from her business with increase that she had from my ideas and there's a photo of that car on that website, you go to my website [www.ericlofholm.com](http://www.ericlofholm.com) you will see on my site at the top a photo of Ronda in front of the car that she bought for her husbands as her series of testimonials for that homepage and there is the photo of the car that she bought.

So, you know, that is just another story and the great thing about Ronda, she has a nice 20-year career in front of her. So she most likely will make millions of dollars as a direct result of what I thought her.

Michael: That's great. How do you spell your full name if I want to go to your website right now?

Eric: Yeah, it's an Eric with a c, E-R-I-C and then L-O-F like Frank H-O-L-M like Mary dot com

Michael: Do you have some good free stuff on your site and how can I get it?

Eric: On my website, there are a couple of things that are great, a really great first step. I have another website where, you know, we are talking about sales scripts and I put it all these awesome free tools together on a website [www.freesalescriptingreport.com](http://www.freesalescriptingreport.com) and once on that site is a free audio of me spending one hour teaching sales scripting and then I transcribed that hour in 17-page report of the word for word transcription for into a reading instead of listening and then there is a special report on there 21 Sales Scripting Techniques, it's over a \$100 in information of products and it's up there for free for anyone in the

world that benefit from it and I did that as a way of helping people and then the other thing about me and website [www.ericlofholm.com](http://www.ericlofholm.com) is I have a team of sales consultants that worked with me in my office here in Rockwood, California and they do free consultation all day every day and so people go to my website and sign up for free consultation and then email comes in and one of my consultants gets it and then my consultant calls up the person that requested it and said, "Hi, this is Amy for Eric Lofholm's office and I'm calling you for a request on a free consultation, I am calling for your free consultation that help you make more sales," so just a wonderful free tools that I love helping people with.

Michael: If I called for a consultation from one of your people in the office, I mean, am I going to get some value or am I going to be sold something else?

Eric: It's a combination of both, our mission is to help people make more sales and the best way that I know how to make more sales and I have a whole company that's design to take somebody from whoever they are and turned them into a sales champion and so what my consultants do is they share ideas that will help you and then they'll also showed you how my company can help you go to that next level of success. It's a free service that can help anyone that ones to make more sales.

Michael: Can you share with me some ways to close more sales?

Eric: Absolutely. When we think about closing one of the keys to closing is mindset, becoming comfortable with the idea closing. So many people when they get the end of the presentation they aren't comfortable embracing sales and realizing that selling equals service and the comfortable the role of selling and then specifically in the close you want to use a scripts when I close I would use a script, I know what I'm going to say, when I'm going to say it, how am I going to say it, how may I say it, why I'm going to say it. And one of the most important keys to closing is being clear, being clear with what the offers, what the next steps are and having a compelling offer.

So clear compelling and then lastly ask for the order and be silent, that's when you're selling one on one. Anyone that delivers a presentation that [Inaudible 55:51] for the order, they are leaving so much money on the table, I mean, think about it, let's say somebody is a field sales person, they drive 30-minutes to a sales calls and by they taking 10 phone calls to get the thing the appointment set up, the prospect might have cancelled twice, ok, fine if I'm going to give you appointments running, I'm going to drive 30 minutes out there. I'm going to stick with the prospects for 45 minutes. I'm going to deliver my presentation and think about how silly it would be if at the end of presentation I didn't ask for your word and then I drive 30 minutes



home, I'm there, they are in the suite spot, they are ready to make a buying decision, I'm going to ask them, how do you feel about a next step with me and then I want to be silent.

For me, I close lots of sales on how do you feel. How do you feel about setting up an appointment today? How do you feel about taking the next step? How do you feel about helping me out with the few referrals today? That is a simple close, an alternative choice close. We can get you started today, the investment is \$1,995 and then we also have a payment plan option where you can do \$500 down and \$500 a month, those are the two choices.

The program for this one, will going to have 20 people to participate, if you like to be one of the 20 people in the program. Are you ready to take the next step today? There's a nudge close that goes like this. I'm asking you for the order and you give an objection and I really feel it's in your best interest whatever it is I am suggesting. And I'll say, you know, Michael, I really – really firmly believed that this is the right step for you. What do you say we give it a try?

And I just encouraged you to do it. A lot of times people just need that extra nudge they are on fence, they are not quite sure and when you give them that nudge, it would be like my way of saying to you, Michael, and I really believed that this would be the right step for you. I am recruiting a guy right now and it would be a big step for him to come and work for my company. I was on the phone of just yesterday and I believed this guy is good. I think he get a million dollar in gross sales with me in the next 12 months and he is currently working at a company. He is doing well there but he wants a change and I'm using everything I've got to encourage him because I truly believed that he could do a million dollars sales with me which he would make a lot more money with me than would where he currently is. And so I'm coming from that place of encouraging and nudging and persuading in order for him to take action on a decision that I believed in his best interest.

I had a woman today who lives in Minnesota and she is considering coming out to one of my trainings and she says me, "Eric, I trust you, I believed in you," and what do you think I should do. At that point, she has given me permission to tell her to do it but there's responsibility with that. Is that I can't look and go why would make whatever commission I'm going to make. I have to sell and this is critical part of my philosophy. It's focusing on adding value to the prospect because you will get people just I had this woman today and say to me Eric, I trust you, what do you think I should do? And I can't betray that trust to make a dollar. I have to direct and advise base on what I believed it will be honest best decision for her.



Michael: When is it too much? When do you lay off or how often should you contact that potential prospect? When do you finally say no?

Eric: You want to think about, you want to think about your customer and you want to think about what you are asking him to do, and is this the right decision for them. And if it's the right decision are they are resisting.

I will use a tremendous level of persuasion and influence to move someone to action. If I truly believed that this is the right decision for them. Now in some cases, when I'm selling to somebody, and I believed this is a good idea for them to do this but it's not like make or break, and so if I deliver the presentation I asked for the order and they give a fair amount of resistance, I might then as, you know, ease up at that point. So, you know, what I understand at some like the timing is as not right for you right now which is fine.

So, how much I hanged in there with the prospect is going to be influenced by my belief level in what I am offering and how important it is to this person. Kind of like about selling the cure to cancer to somebody and they got cancer, I'm going to hang in there until they buy. I'm not giving up in that particular case but we are not always selling the cure for cancer to somebody who has a cancer. Sometimes we are just selling something that mildly improves someone's life. It's a good idea if they do it but if it's not life or death and so I rely on lot of my intuition and I'll never go to place of being pushy. I always maintain rapport and another this good rule of thumb is how you would want somebody who is being politely persistence to follow up with you.

I have this one big account right now that they are over 20,000 reps nationwide. I have been working on this account this account for six months.

Michael: What did they sell?

Eric: They have a real estate education product and they are in for my viewpoint, really in need of my service. They could really - really benefit from my service. They are going to do it well, their business will continue to grow whether I'm involved or not. And I also truly believed I could make a tremendous difference and so that particular account unless they to go fly a kite, I will not give up on that account because there are 20,000 people that can be positively impacted by my message, it will add value to the company and it will make a tremendous difference and so that is one that I will hang in there unless they absolutely tell me we don't want you to contact ever again.

Michael: Man, this is some great stuff. Can you tell me about your on-going program because I wanted to take you on as my sales trainer for my organization?

Eric: Sure. If you want to become a doctor, there's a plan, you know, you take your grade to the high school, go to college, go to the medical school, anyone that just want to put into work and can financially afford it or as when to get the student loans can become a doctor same thing with the teacher. But what about if you want to become great in sales, you know, what's the plan? And what I did is I created a step-by-step plan just like somebody who wants to become a teacher or doctor.

To teach somebody how to become great a persuasion influence in selling and I called those plans Step 1, Step2, Step 3. And Step 1 is my Protégé Program. For me to teach somebody how to become a sales champion, I'm going to needed sometime with that person just like I had time with Dr. Moine and Dante and Tony Martinez, and so I created a Work From Home Program where you could work for me once a week for 30 minutes and that is on group conference call and it's live every Thursday from 4 to 4:30 my time, California time and what I do is I teach my sales philosophy and my sales systems and my concepts and my ideas every week for half an hour and then we record that call so you can listen live, we can listen on the recording, and then after we did the training every week I did 30 minutes of live Q&A, and so that is Step 1 -The Protégé Program.

And then Step 2 is teaching my Script Writing System. What I did is I took what I learned from Dr. Moine and from my own experience and I developed a formula of how to write an effective sales script and I think it's a different makers skills set for anyone in sales to have, so I have the only two-day boot camp that I'm aware in the world that teaches how to write sales scripts and so after somebody gets involved with step 1, step 2 would be the come and train to me for two days and learn how to write sales scripts and currently if you join my script writing program you get a lifetime membership to my script writing club which means you can repeat the Boot Camp at no charge for life and you get access to special script writing conference calls.

And then Step 3 is to train with me with a small group of people and to be mentored by me over 12 months and that's my part of my Protégé program and currently we need for three two-days sessions over 12 months and I teach him my sales and marketing philosophy and things that I worked very – very successfully for me and those three steps are outlined on my website [www.ericlofholm.com](http://www.ericlofholm.com) and the first step would be to get a sales consultation register throughout my website or call my office and request a sales consultation and one of my sales consultants will share with you steps, Three Steps Process and you can assign what steps is best for you.

Michael: Let's say I couldn't travel, I didn't want to travel will you have for me that I could start learning in relation to this online, is there an online component that I could start on?

Eric: Absolutely. The Protégé Program is designed to work with anyone anywhere in the world. I have one client in England. His name is Eric Gillston. I have never met him before. I know him by voice. He's been into my program for over three years. He gets mentored by me once a week. Sometimes he called in on the live call. Sometimes he listened to the recording and the way we delivered the recording is we used podcast technology and so we deliver the audio file directly to your computer, no matter where you lived in the world and that audio file will seat in your computer and so you delete it and so you never delete it you will have this every week, another 30-minutes lesson, another 30-minutes lesson, another 30-minutes lesson. You can be anywhere in the world and I can turn you on my sales champion.

Michael: How about the Sales Scripting Boot Camp?

Eric: Sales Scripting Boot Camp currently, we teach that in a live seminar and I already recognized that there is a need to put that formula in a home study program and so today, we don't have a home study but there will be a time in a not too distant future and it maybe video taping the two-day Boot Camp and maybe be going to the Sound Studio and creating a Protocol to combination of both.

My vision for anyone in sales is to learn my script writing formula because once you have it; you have the formula for the rest of your life.

Michael: What is the best way to get in touch with you Eric?

Eric: One of the best way to get in contacts with my office is calling us at Toll-free 888-81sales, that's 888-817-2537 and as you're calling internationally it's 916-435-0416.

Michael: That's be the end of this hour interview with Eric Lofholm, I hope you learned a little bit about his history and his struggles and his success and some of his wonderful case studies with some other students and I encouraged anyone who wants to increase their sales volume or their sales effectiveness or their sales closing so give Eric a call or to go to his website [www.ericlofholm.com](http://www.ericlofholm.com) or you can call Eric directly at area code 9164350416. Thanks for listening.

*For more exclusive interviews on business, marketing, advertising, and copy writing go to Michael Senoff's [hardtofindseminars.com](http://www.hardtofindseminars.com)*

*How to use Richard's simple, risk-free, home-study system to...*

# **Become A Highly Paid Marketing Consultant In 45 Days Or Less...Without Any Prior Marketing, Business Or Consulting Experience**

In this letter you will learn a simple, painless and inexpensive way to become a highly paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

To download an audio recording of this letter and hours of free audio interviews with HMA marketing consulting experts, go to

[http://www.hardtfindseminars.com/HMA\\_Details.htm](http://www.hardtfindseminars.com/HMA_Details.htm)

It doesn't matter what your current skills are now. And it doesn't matter if you have any "connections" or business experience.

In fact, all you really need are a few, simple (and proven) secrets my friend Richard has developed over the years to become a highly paid and in-demand marketing consultant.

And the best part is, you do NOT have to shell out tens of thousands of dollars for these secrets...and you can even use them yourself...

## **Almost Free, If You Choose.**

I'll explain the details of this offer in a second.

But first, let me tell you what's in Richard's HMA system, why it really is an absolute "no brainer" for almost anyone (regardless of your experience) to use, and why you can realistically be up and running and making money in just a few days after getting it.

To begin with:

If you do your homework, you'll find that there are several competing marketing consulting opportunities in the marketplace. And I'll be the first to advise you to look into all of them before you invest in any of them, including Richard's HMA system.

I've interviewed countless people who have paid enormous fees to attend these trainings. I have received firsthand feedback on Y2 Marketing, Action International, Quantum, Topline,

Peter Sun Consulting, and other opportunities and many of them are actually pretty good.

But what separates Richard's system from the other ones I've seen is that, with Richard's system, you don't need any previous marketing experience, any business connections or even a lot of money.

In fact, Richard will be the first person to tell you if he can do it...you can do it.

How can he be so sure?

Because when Richard started he was broke himself, and had very poor selling, speaking, marketing and presentation skills. And even today...

### **He's Just As Shy And "Introverted" As The Next Guy.**

In fact, the only difference between you and Richard -- the only reason he is making a fast and easy fortune as a marketing consultant and you aren't -- is because of a simple (very simple) system he invented after attending a Jay Abraham marketing consulting seminar over 15 years ago.

You see, Richard discovered that while Jay Abraham really is a marketing genius, his system (like most other marketing consultant programs today) was not geared toward "ordinary" people who don't have a lot of money or natural marketing talents.

Jay Abraham, in the early 1990s had credibility, contacts and millions of dollars. The training Jay taught consultants was taught from his own millionaire perspective.

But Richard was near broke. So broke he had to borrow money from his dad to attend Jay's training. Richard had no credibility and few contacts.

And when Richard went out in the field to test Jay's teachings, he failed.

Richard did not quit. After years of experimenting and organizing the marketing concepts into a workable system, Richard began to experience an almost instant success.

Richard had unlocked the code and discovered his own unique "system" to make money as a marketing consultant that is so easy to follow and simple to learn...almost anyone can use it to make money quickly, cheaply and even...

### **While Sleeping Like a Baby.**

Richard had created a system that will work whether you are a millionaire like Jay Abraham or broke like Richard, struggling to make the rent.

It's taken Richard 15 years to perfect and tens of thousands of dollars working out the "bugs", and getting his system so you can approach virtually any kind of business to offer your consulting services.

And since sharing his system to the public, Richard has created successful, highly paid marketing consultants in the US, the UK, Australia, Greece and even Holland (some who were totally new to marketing when they started) who are now making it big doing consulting.

Here's why...

With Richard's system all you do is use the tools he's created for you the exact way he says to use them...and within just a few weeks (maybe even a few days)...you can have a strong, secure and stable marketing consultant business with paying customers and large fees dwarfing anything you could make at your regular job.

And best of all:

You can do it all without pressure...without strain...and without the unbearable personal rejection most marketing consultants endure when getting started.

For example, most people getting into the consulting business believe making cold calls to get clients is the worst and most difficult way to get clients.

This method is usually reserved for the consultant who has no contacts whatsoever.

While other consulting trainings tell you to make prospecting calls yourself, Richard's system trains you to pay others to do your prospecting for you.

Take for instance, the telephone prospecting scripts in the system.

All you do is take these proven phone scripts, hand them to a part-time telemarketer with a copy of the Yellow Pages, and tell him or her to call businesses and read the scripts word for word.

This simple method for getting new clients works time and time again. You do none of the calling and you still generate clients.

This way you can be sleeping in, playing golf, or even taking a vacation...and have an endless stream of fresh, quality appointments coming in each and every day...

**Without You Lifting  
A Finger.**

Plus...



In addition to these proven phone scripts, you'll get an audio training called "How To Get Appointments" which takes your people step-by-step through the whole process on how to use the scripts.

That means, if you don't want to pay a lot of money for a professional telemarketer, just hire a student or a stay-at-home mom and give her the "How To Get Appointments" training and she'll be just as good (if not better) than anyone else at getting you appointments.

Of course, the phone is not the only way to get clients.

- ✓ Your HMA system also has already-tested direct mail letters for selling your consulting services such as:
- ✓ An approach letter and a follow-up letter.
- ✓ A proven collection of postcards designed to generate leads.
- ✓ And even a sample brochure and professional audio presentation

All you do is fill them out, drop them in the mail and you'll have as many appointments as you can handle -- without rejection, stress or having to deal with any "gatekeepers."

Is it really that easy?

With Richard's system it is.

And with the simple tools he's created you'll be hitting your prospects from every conceivable angle, giving yourself the maximum chance of capturing those high-quality paying clients within days of starting your consulting business.

And if you're really ambitious, and want to make a LOT of money quickly, then you can also use Richard's system to create what's called "the podium effect."

What's the podium effect?

The podium effect is this phenomenon where people automatically respect, trust and believe people who talk at seminars or small workshops.

And since Richard also includes prewritten seminar and workshop flyers, you can fill a room, give your presentation, and watch as dozens of people scramble to hire you the second you step out from behind the podium.

Not sure how good you'll be at putting on a presentation?

No problem.

Because Richard has already created a powerful, professional seminar outline for you -- complete with a PowerPoint presentation and all the training you need to be up and running fast.

This is the same presentation Richard currently uses to capture clients today.

More on this later.

You won't have to try to figure anything out or structure your presentation. Just plug in Richard's "pre-made" seminar presentation, follow the word-for-word transcripts and you'll be delivering a powerful, proven presentation that gets clients fast.

### **Easy As 1-2-3.**

And here's something else to think about:

With Richard's system you won't have to worry about not having a reputation or a "track record" of helping business owners with their marketing.

If you've never done consulting before, I know what you may be thinking now. You're asking yourself -- why should these business owners believe anything I say?

You're afraid that they will ask you for proof that you can get results. You think they'll want referrals before they work with you.

You're thinking that you have no credibility. This is only an illusion in your imagination.

It's a FEAR not based on reality.

I am here to tell you this will not happen to you and here's why.

You must understand that your clients are not interested in you. They are only interested in the results you can bring to them.

Being a fully certified HMA marketing consultant means you'll be able to draw on the successful track record of the HMA system.

It's actually pretty simple:

Richard has discovered a proven way for you to use his testimonials, his stories, and his successes for your business. And by following Richard's simple instructions, you'll be able to "borrow" Richard's credibility for yourself.

Plus, you will also learn a secret way Richard has invented to "create" your own credibility within the first thirty seconds of meeting a potential client...

**Without Needing ANY Testimonials,  
Success Stories Or Past Success.**

This is one of Richard's "trade secrets."

And it works like gangbusters for everyone who uses it.

But here's the thing...

Getting the appointment or filling a room with prospects is only step one.

You can get all the appointments in the world...but if you can't close the sale, then it's all for nothing.

Richard knows this more than anyone.

And after spending hundreds of hours and tens of thousands of dollars on "trial and error" - he has created a truly foolproof system that lets almost anyone turn at least 25% (usually even more) of their appointments into cash sales.

And what makes this possible is Richard's proprietary "opportunity analysis worksheet".

With this simple piece of paper Richard has created, you can walk into any business, command immediate respect and attention, and literally become a marketing "miracle man."

The reason why is because this opportunity analysis worksheet lets you literally "make over" a business owner's marketing and show them exactly how you will create real cash profits right before their eyes.

And if the business owner you are talking with has any desire to grow his business at all...then he will have no choice but to be impressed by you and want to work with you.

In fact, the opportunity analysis worksheet makes converting appointments into paying clients so simple, easy and painless...

**You'll Almost Think  
You're Stealing Candy From A Baby**

But you're not.

And when you see how it works for yourself, you'll be shocked at how easy making money and getting clients can be.

Richard also shows you how to command large fees and even get paid on a portion of the sales you make for your clients for years into the future.

This is called a "contingency" fee agreement.

This should only be used with a client after they have hired you and paid you to do project work.

Other expensive consulting opportunities teach you that contingency is the only and best way to sell consulting services.

And it works like this:

If you help your client make an extra \$100,000 a year (not uncommon for Richard's students), and you make a 15% "contingency" agreement with that client, you will pocket an extra \$15,000 on top of your regular fees per year.

If you do this for just five of your clients, you will make an extra \$75,000 a year. If you do this for just ten of your clients you will make an extra \$150,000 year.

And so on.

Again, this is in addition to your regular fees. You can typically charge a client anywhere from \$500 to \$5000 per project. And most clients will need at least four projects.

Quite frankly...

**You Could Literally Get Rich  
Off Just a Handful of Deals like This.**

And it's so easy once you understand Richard's system.

Because Richard really has done 90% of the "work" for you already.

For example, his system includes...

**Endorsed letter samples.**

All you do is find businesses that sell similar (but not competing) products and services as the business you are helping, and strike a simple deal with them where they send your offer to their customer list for a portion of the profits.

This way, you and your client make a bundle off the initial sales, and an even bigger windfall from additional sales later.

All from leads that didn't cost your client a penny to generate.

### **Client reactivating letter samples.**

This is your easiest way to make fast cash for you and your client because almost NOBODY goes after his or her inactive clients and customers.

And all you do is take one of your prewritten letters and mail it to your client's inactive customers.

Watch your clients shake their heads in disbelief as inactive customers (they thought would never buy again) come back to life -- spending their money with your clients again and again and again.

And remember, if you set up simple contingency deals with these clients (as Richard explains in his system)...

**You Will Get Paid On All  
This Action, Too.**

### **Letter templates.**

For things like special promotions, unique sales and other events. Each letter is proven to work and it's almost guaranteed money in your bank account every time you use them.

Anyway, these are just a few of the reasons why Richard's students report such fast and easy profits. To hear real stories from six existing HMA marketing consultants in their own words go to the link below.

<http://www.hardtfindseminars.com/AudioclipsH.htm>

Learn how they are able to get clients that pay cash so quickly.

This is why I have no problem saying nothing could be simpler than using Richard's system to make money quickly and easily as a marketing consultant.

And realize this:

Every time you make one of your clients money using Richard's "paint by numbers" pre-created tools...

## **You'll Become Your City's Marketing And Business Guru.**

And you'll have the instant reputation as the guy who turns straw into gold.

You'll be the person your clients won't be able to help but rave about to their business friends who will also want to hire you.

And your whole consulting practice "snowballs" from there until you have an endless stream of clients and profits coming in so steadily you couldn't stop your money from coming in even if you wanted to.

As I said before, I have seen all the other marketing consultant programs out there. And I have not yet seen anything that even comes close to Richard's system.

But you certainly don't have to take my word for it. Because as you will see, you can try everything almost for free if you want to see for yourself.

But first, here is a quick breakdown of all your exclusive marketing training you will be getting in your HMA system:

### **HMA Resource # 1:**

This is the HMA "System".

You get all 10 HMA operation manuals showing you each step of the way how to capture clients and make them real profits. This collection represents the system. Each binder walks you through all steps of the system. You'll reference these materials as you take your client through the steps of the HMA system. Richard spent years creating and refining these modules. Each comes in its own three-ring binder. You'll use these manuals as you follow along in Resource #2 & #3.

### **HMA Resource # 2:**

1995 HMA Live Seminar Training

You'll own 25 hours of cutting edge HMA marketing training in downloadable audio.

Richard's first live marketing consulting seminar was conducted in early 1995.

Your 1995 training features Richard at the top of his game teaching a room packed with students his system for becoming a successful marketing consultant. Each student paid \$5000 to attend.



You'll be able to download, hear and learn everything you need about capturing clients and creating marketing systems for them. It's like having Richard right there with you showing you exactly what to do each step of the way.

### **HMA Resource # 3:**

2005 HMA Live Seminar Training.

You'll get Richard's most recent live training on DVD. This is the same training Richard did from 1995 but updated ten years later.

You'll see Richard in action in full color and live in front of a room full of students eager to learn Richard's secrets of his HMA Consulting system.

Each DVD is professionally produced. The picture quality and sound is perfect. You can play your DVDs in your home, computer or portable DVD player.

I've also arranged to have the audio from each of your DVDs converted to downloadable mp3 audio files.

You'll not only be able to watch this newest training in video, but you'll have full access to download each audio as mp3 files. You can also burn CDs to play in your home or car CD player.

Anyway you choose, you'll sit from the comfort of your home, car or office and have Richard transform your mind into a human "Hidden Marketing Asset" detector."

After learning Richard's system, you'll be trained to sniff out and find money in virtually any business lucky enough to retain your services.

**Richard's students paid thousands of dollars to learn what you will get in these DVD training videos alone.**

### **HMA Resource # 4:**

HMA Group Training Video DVDs.

This is Richard's most recent training, conducting live Group Training for 15 business owners wanting to learn how to grow their businesses. The Group-Training concept is another way for you to make money.

Richard discovered that many of the businesses he talked to wanted his consulting services but could not afford his one-on-one fees.

As a result, Richard started working with manufacturing associations and started doing

Group Trainings with 10 to 20 business owners at a time.

Each Group Training would last for two hours twice a month for three months. You can charge anywhere from \$500 to \$3000 per business.

If you were to do Group Training for 10 businesses -- and let's say you charge only \$1000 each -- you've just made \$10,000 for only 12 hour of work. That's \$830 per hour.

I have never seen an easier way to make money than this.

Imagine using one of your prewritten letters from your HMA system and sending it out as an email to a list of your local Chamber members at no cost to you.

Then, imagine prospects attending your free seminar on how to grow a business without advertising.

Then imagine taking your guests through your pre-designed HMA PowerPoint presentation crafted to sell Group Trainings and one-on-one consulting services.

Remember the podium effect?

Then imagine having 10 people fighting their way to you with checkbooks in hand ready to pay you anywhere from \$500 to \$3000 each!

If you're the consultant who likes action in an exciting group atmosphere and who likes to make a lot of money fast, this presentation is for you.

Your set of Group Training DVDs will show you exactly how to execute this training. You'll have access to pre-designed workbooks to provide each one of your paying clients.

## **HMA Resource # 5:**

You get lifetime access to exclusive online training and support in your HMA University -- including online audio, email, telephone backup and more.

You'll hear intensive interviews with marketing consultants making anywhere from \$500,000 to \$2,000,000 (two million dollars) a year doing marketing consulting. You'll learn their secret ways of making money and how they run their consulting businesses for maximum profits and minimum work.

These interviews and trainings are updated regularly and published in your HMA University. Which means you'll have all the support and feedback you need to make your consulting business fly right from the start.

## **HMA Resource # 6:**

You get my famous "Joint Venture Magic" course -- including audio training, joint venture sales letters and sample contracts and agreements. This course sells for \$597, but you get it as part of your system for free.

And trust me, if you do nothing else but harness the enormous power of joint ventures -- as explained in this course -- you'll never worry about money again.

Plus, this joint venture course also includes a collection of contracts and letter of agreements for use in your consulting business.

You'll have agreements for Contingency Marketing, Copywriting, Intellectual Property Rights, Marketing Consultant Retainer Fees, Non-Disclosure Forms, Creating New Profit Centers, Referral Fees, and many more.

Without a doubt, you would have to pay tens of thousands of dollars in legal fees for a collection of agreements like these. But this entire collection is yours when you become an HMA Consultant.

## **HMA Resource # 7:**

There is one thing better than growing a client's business. And that's buying one already making money. Ok, we've all had the dream.

Wearing an expensive outfit, you strut into your high school reunion and announce to all your old snooty classmates that you own a multimillion-dollar business. Their mouths fall open as you tell them about the healthy six-figure income you're taking in for doing nothing... but goofing off and playing golf. And your life couldn't be better.

Believe it or not, that doesn't have to be a dream.

An elite businessman named Art Hamel has been doing just that for more than 40 years. He's perfected his formula for buying businesses, and for a limited time, he's teaching it to others. But don't think this system is just for the "elite" or the "privileged." His step-by-step course is so down to earth and easy to follow, anyone can use it to buy businesses and earn six-figure incomes -- without banks, credit or even any experience.

As an HMA Consultant, you'll have the detailed information you need to identify if your client's business is ripe for selling.

Many sellers have never given it a serious thought. If you can buy right and grow your new business with good marketing like what you'll learn in the HMA system, you could end up sitting on a goldmine.

Here's what you'll get with this system:

You'll receive more than 22 audio lessons in all. 8 hours of the audio lessons are from Art.

You also get a downloadable comprehensive workbook that guide you through each and every aspect of the system – from A to Z.

All you have to do is take your time and follow Art's simple instructions, do the things he says to do and say the things he says to say. No special education, talent or prior business experience is necessary.

I've also included word-for-word transcripts of each audio lesson so you can easily concentrate on specific sections without the hassle of rewinding or pausing your mp3 player.

Art really has thought of everything.

He's owned more than 200 businesses himself over the last 40 years using his system. And, he used to teach seminars on the subject. In fact, the system you'll receive is the home-study version he created for the people who couldn't make it to his seminars.

About 19 years ago, this same system was the biggest seller on the Home Shopping Network.

And since I am the only person on the planet who Art lets offer his system, you simply cannot get it anywhere else.

## **HMA Resource # 8:**

You get a gift certificate for \$1000 off my audio creation service.

This will pay for itself a hundred times over in your first year alone.

Here's why:

If your client can talk into a phone, I can create him an information product that can sell for anywhere between \$497-\$3900. I've done it myself. I've sold hundreds of thousands of dollars worth of information products using this very system.

And with your help, he can then sell that product, or use it to generate leads for his business. And, of course, if you set up a contingency agreement...

**You Will Get Paid On  
These Sales Too.**

You'll also get a certificate worth \$500 off my audio infomercial service.

There's nothing better than a hard-hitting audio recording that features the benefits of your product or service, and there's no better deliveryman than the Internet.

Plus, you can also use these services for your own business.

When you have your own, unique audio infomercial, you'll literally ooze with the kind of ironclad credibility money can't buy. And even the most skeptical clients and customers will many times want to hire you right on the spot.

And perhaps the best part about your certificate is that it can be sold or transferred to your clients. There is no expiration date as long as you remain an active HMA Consultant.

### **HMA Resource # 9:**

Free publicity and press training from the "Publicity Doctor".

This is HUGE.

Especially when you set up contingency and commission deals. Because every time you use free publicity, money will come back to you in buckets, without your client having to do anything but answer the phone and answer a few questions.

You'll learn the secret of getting millions of dollars in free publicity for your business and your clients' businesses in newspapers and magazines and on television and radio.

### **HMA Resource # 10:**

You also get the reprints and resale rights to 23 professionally written business reports including:

- ✓ **Insider Business Strategies: Five Ways to Increase Your Bottom Line Profits Without Spending an Extra Dime on Advertising**
- ✓ Quick-Fix Marketing: One-shot turnaround strategies for 50 different companies. (This gives you 50 marketing plans for 50 different businesses. Chances are, your clients will fall under one of these categories, and you can use these reports to make your job ten times easier.)
- ✓ **The Headline Bank: 100 top moneymaking headlines.**
- ✓ How to Up Your Profit in a Down Economy: 114 Tips and Techniques and Tactics to Kick-Start Your Cash Flow.

- ✓ **Yellow Page Success Secrets.**
- ✓ How to Attract More New Businesses with a Riveting Ad that Captures Immediate Attention.
- ✓ **How to Use Brochures to Grow Your Business.**

And more. (23 in all)

The great thing about having all these reports is not only the business changing information...but that you can also resell them.

You're going to have all the rights you need to put your own company name on them, and resell them to your clients and make revenue.

This is a residual income opportunity built in to the HMA Marketing Consulting Training.

You'll own these reports in Microsoft Word and PDF files so that you can reproduce these for your clients and sell it to them directly.

### **HMA Resource # 11:**

The use rights (not resale rights) to my collection of 117 hours of audio content and written transcripts from <http://www.hardtofindseminars.com>

You'll own the use rights to over 117 hours of downloadable audio interviews, marketing lessons and transcripts by Bob Bly, Mark Joyner, Gary Halbert, Jay Conrad Levinson, Brian Keith Voiles, Carl Galletti, Ted Nicholas, Joe Vitale, The PR Doctor, Millionaire Mr. X, Taylor Trump, Herschell Gordon Lewis, Mr. Arthur Hamel, and many other marketing experts.

You'll instantly have a mountain of new products you can:

- ✓ Use to get more customers, clients, subscribers and strategic business contacts.
- ✓ Use as free bonuses to sell consulting projects and services.
- ✓ Offer as special incentives to help your clients sell more of their existing products.
- ✓ Package and bundle together to make one-of-a-kind products to give away free to build good will.
- ✓ Educate and excite your clients.

The options of what you can do with this content is endless.

This content has been a labor of love that has taken me years to build. I've invested tens of



thousands of dollars and hundreds of hours to put this material together. And yet, I'm making this available to you as an HMA Consultant at no cost whatsoever.

## **HMA Resource # 12:**

If writing for clients turns you on, then part of my HMA System works hard to turn you into a cash-producing, copywriting machine...

A while back, a business owner with only \$3500 to his name asked Eugene Schwartz to write a sales letter for his company.

Eugene's fees for the letter were \$2500, and without hesitation, the man paid it to him. That night, Eugene wrote the letter while waiting for his wife to put on her make-up so they could go out to dinner.

When the letter was released, sales for the company exploded. And now that company, Boardroom Inc., makes \$50 million in sales a year.

Saying you have "Eugene Schwartz-like copywriting skills" is like saying you're one of an elite group of top-notch, highly paid, sought-after, "gun" copywriters. It's like saying you're the best of the best.

And, you'll be surprised at how easy it is to become one.

This Master Pack gives you everything you need. You could be up and running, writing fantastic copy for clients in just days after reviewing this exclusive HMA copywriting training.

Within this Copywriting Training you'll be granted a lifetime membership to [www.hardtofindads.com](http://www.hardtofindads.com).

You'll get over 700 typed, word-for-word transcripts from the world's largest digital swipe file of editorial style ads by the highest paid and most successful copywriters in the world like: Eugene Schwartz, Claude Hopkins, Gary Halbert, Brian Keith Voiles and John Carlton.

This is like having a team of the world's top copywriters on your desk telling you exactly what to write to make a winning promotion. These ads have pulled in hundreds of millions of dollars in sales and are proven "templates" that will work for you and your clients.

In many cases, you can take what's already been done and "adapt" it to what you're selling.

Products with just half these profit-producing ads sell at over \$5,000. But they're all yours free as part of this super HMA Consulting package.

## **HMA Resource # 13:**

If you can show your clients a new way to save up to 80% on hundreds of common business expenses, you'll have qualified yourself as an important and integral part of their business.

Let's face it, CASH IS KING and conserving cash-flow using barter is not a well understood concept by most business owners.

And that's why I have included training on barter as part of your HMA System. You are going to learn the oldest business secret around; the secret game of barter.

Barter is a worldwide, multi-billion dollar industry where literally every kind of business you can think of – in almost every country in the world – does business in a large network called a “retail barter exchange.”

These exchanges are exactly like huge buying clubs, where all the different member businesses are automatically inclined to buy from one another.

For example, when a web designer joins, everyone in the exchange gets a notice about it, and whoever needs a web designer is probably going to hire him. And the same goes for everyone else who joins – the plumber, the lawyer, the dentist, the copywriter, etc.

As you'll see, almost every single kind of product and service provider that exists is in these exchanges.

And believe me, I've saved tens of thousands of dollars using this loophole for my business over the years.

It took a lot of time-consuming research on these clubs to find out the best ways to take advantage of this system.

But I've got it down to a science.

And what I found was that certain types of businesses seem to always be sitting on tens of thousands of trade dollars that they don't use.

And because these businesses have so much extra money, they'll sell you their “barter-club” dollars for pennies on the dollar.

Then, you can turn around and use those barter bucks, dollar for dollar, within the club for services you'd normally buy... but at a fraction of the price you'd normally pay.

It's true. It's easy. And it's perfectly legal. But it's also ridiculous how much money you can save because practically anything you need can be found in these barter clubs -- from lawyers and TV ads to restaurants and formal wear.

And because you can buy your barter dollars for pennies on the dollar, you get these products and services for your clients at huge discounts.

And the real beauty of it is... you can have them resell these products and services to their customers for a nice little profit.

Let's say, you buy a product for 20 cents on the dollar and resell it at 50 cents on the dollar.

Their customers will love receiving a 50 percent savings, and your client will love receiving a hefty profit for doing nothing but being the "middle man."

It really is that simple, but you have to know the best ways to do it.

Like I said before, I did a lot of research and "trial and error" on this before I got it perfected. But, I can save you all the headaches I had to endure.

I've compiled this HMA training that'll teach you my entire system quickly and easily.

With the HMA Barter Secrets System, you'll learn.

- ✓ Which businesses are sitting on thousands of extra barter dollars
- ✓ Which barter companies to join
- ✓ How to trade within a company without being a member of it
- ✓ Who to talk to and exactly what to say
- ✓ What products are best to sell and exactly how to do it

And much more..

This exclusive HMA Barter Training really is a secret you won't find anywhere.

And, the few people who know about this are fanatical about keeping it a secret.

You'll blow your clients away when you are able to buy for them the same items they are buying for up to 80% off.

Imagine the leverage you'll have when charging fees for this service.

You can only get this system as part of this super HMA Consulting package.

## **HMA Resource # 14:**

24-7 "Remote Control Consulting Services" selling tool.

Selling consulting to people who don't want consulting can zap your motivation stone dead and eat hours of valuable time.

You should only be selling your services to QUALIFIED prospects.

And so you get a valuable time saving tool to "pre-sell" the HMA System for you. It's a PowerPoint Presentation outlining all the steps in the HMA system.

This presentation will let you send a link to any prospect in the world that has Internet access and have them learn about what you can do for their business as an HMA Consultant.

In other words...it takes you out of the selling position UNTIL they have gone through the presentation.

If your prospect does this, they are uniquely qualified as a legitimate prospect and are worthy of your valuable time and expertise.

You'll get this presentation customized with your photo, your company logo, your website and your email address branded throughout.

This one tool has saved me hundreds of hours by letting me pre-sell and educate prospects about the HMA system without my direct involvement.

You'd pay thousands to produce a selling tool on your own like this. But it's yours to use and brand the second you become an HMA Consultant.

## **HMA Resource # 15:**

You'll own 100% usage rights to all your marketing tools, sales letters, postcards, presentations, ads, press releases, client generation reports, client testimonials, manuals, my million dollar consultants list of service providers and more – everything you need.

### **What About Support?**

As an HMA marketing consultant, you will be in business for yourself, but not by yourself.

By that I mean, when you have a question you get Michael Senoff. Not some "customer service" rep that doesn't speak English.

You get me working directly with you. You get me returning your calls minutes after you leave a message. You get me returning your email in hours not days. You even get marketing assets I've accumulated over the years -- like my knowledge on direct mail marketing, advertising and copywriting.

In other words...

**I'm Always Here  
For You.**

And I'm personally going to whatever I can to help you succeed.

If you need something, just ask and I will do whatever I have to do to get any answer you're looking for. Whether it's asking Richard or going to my network of millionaire marketing and business experts.

And if I don't have the answer...I will find someone who does.

And finally, as I said at the beginning of this letter, you get to try everything out -- use all the tools and learn all the secrets -- without having to risk a single penny of your own money.

Here's why:

If you follow this system step-by-step exactly the way Richard teaches, and you don't capture your first client in 45 days or less...I'll refund 100% of your purchase price.

With no questions asked, no hard feelings, and no trying to "talk you out of it."

All of which means you can...

**"Test Drive" This System Without  
Risking A Penny.**

And I mean that.

I want you to hold my feet to the fire for 45 days. Use the system. Play with it. Compare it with other systems. And see for yourself exactly what you have in your hands.

And if you aren't making money with this system in your first 45 days, then return it.

How much does it cost?

Well, I've done the math, and the tools, resources and personal help is easily \$22,000 worth of material.

Probably even a lot more.

And other popular marketing systems I've seen, with only a tiny fraction of the features in the HMA system, cost \$30,000 plus ongoing fees and even royalties on the money you make. In fact, that is standard practice -- to take a cut of the money you make with their systems.

But with Richard's HMA system you won't be paying any royalties or fees.

Nor will you be paying \$30,000, \$20,000 or even \$10,000.

No, you can claim your complete HMA marketing system with the tools, manuals, videos, audio, lifetime access to ongoing HMA university training and all the high powered marketing resources I've listed and more for just six payments of \$995 plus shipping and handling or one payment of \$5970, plus shipping and handling.

Note: The six pay payment plan is NOT a layaway plan where you don't get the product until all payments are made. You get everything starting with your first payment of \$995 plus shipping. Nothing described in this letter is held back.

Shipping if you live in the USA is \$43. If you live outside of the USA, your shipping will be anywhere between \$97 and \$250 depending on location. Your investment for your HMA system is small compared to what you're getting.

Especially when compared to other marketing consulting courses -- with a lot less value and with all their fees and royalties.

**However, There Are Two Small  
"Catches" To This...**

First of all...

Do you remember earlier in this letter when I said I was giving you my audio creation and infomercial at a huge discount?

Well, if you become an HMA Consultant you are going to be dealing with a LOT of people who will want and need that service. And I am hoping you will send some of those people my way to get these audio services done when the time is right.

If you become an HMA Consultant in the next thirty days from the date of this letter, I'll happily pay you a fat 20% "finder's fee" for any audio work you refer to me. (Yet another way you can make money with this system without so much as lifting a finger.)

But this is another of the main reasons why I'm giving you all this value away at this ridiculously low price. And I'd be lying if I said I wasn't offering this deal as much for me as I



am for you.

And secondly...

Even though you're free to use your HMA system anywhere without restriction, I will limit the number of systems I sell within each geographical area.

Richard and I want to make sure as an HMA Consultant you have the maximum opportunity to profit without competition.

So being accepted as an HMA Consultant is not guaranteed and I have the right to say no to you if I choose. The only way to be sure of claiming your system is to act now to see if you qualify.

All you have to do is call me personally at **858-274-7851** and together we'll determine if becoming an HMA Consultant is right for you.

If we're both in agreement, I'll send you a payment agreement by email in the form of a PDF document. You'll complete it and fax it back to me at **858-274-2579**.

I'll then process your payment and send you the membership details for the HMA online university and I'll rush your HMA system to you by courier.

You can start listening to your online audio immediately while you wait for the rest of your HMA system to arrive.

And that's it.

If you have any questions at all, call me at **858-274-7851**.

Yours sincerely,



Michael Senoff

**P.S.** Please keep in mind that while it really is easy and simple to make a lot of money with Richard's system, it is NOT for everyone.

I say this because if you and I talk, and it looks like you are not a fit for this and I decide not to let you be a member, please do not take it personally.

Trust me, there are some people who just shouldn't be marketing consultants, especially with

Richard's system.

It's like me and playing golf. I love playing golf, but I know I'll never be good at it.

And if someone was selling a product on how to improve my golf game, and they were qualifying people just as I have to qualify people for Richard's system -- I would most definitely not be a good fit. Because I just will never be good at it and it would be a waste of my money to buy the product.

And the same goes for the HMA marketing consulting system.

There are some people who just shouldn't do it. And if it's not right for you, then it's nothing personal. And if you want, I can even help you find another opportunity that will be better for your situation.

But the only way to find out is to give me a call at **858-274-7851**.

If you get my voice mail, please leave your name, area code and phone number. Say that you are calling about the HMA system and I'll call you back at once. Please do not e-mail. I get so much SPAM that your email may never make it to me.

**PSS.** Are you still not sure? Do you need to hear more information? You can hear hours of audio interviews with other HMA Consultants at the link below. You may also download and read the printed transcripts. All you have to do it go to

<http://www.hardtfindseminars.com/HowToConsulting.htm>