

# HMA

**HIDDEN MARKETING ASSETS**

# University

INTERVIEW SERIES

## How To Crank Up The Heat On Your Cold Calls

*Michael Senoff Interviews  
Cold Calling Expert Scott Channell*

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 Crank Up The Heat On Your Cold Calls

Even though cold calling can be a valuable marketing tool just like any other, if it's not done correctly, it can be a huge waste of time. So in this audio you'll meet cold calling expert, Scott Chanel. Scott is going to tell you how to revamp your cold calling process so that you're eliminating drudgery, spending less time on the phone, and landing more appointments.

And Scott knows what he's talking about. Using his cold-calling techniques, he's set more than 2,000 appointments with CEOs of large corporations. And according to him, it doesn't matter what industry you're in. The principles of effective cold calling apply everywhere.

### Key Concepts From The Audio

- Why making *too many* phone calls is the biggest mistake you can make when cold calling – and how to calculate the perfect amount
- How conducting simple research and creating client profiles can help you weed through your phone lists and reduce rejection
- Why you need a contact manager, how to effectively use one and where to find the best (and cheapest)
- Why you always need to use a script when cold calling and how to create attention-grabbing ones that jump right to the point
- Why you should never start a phone conversation with “how are you doing” or “is this a good time” – and what you should be saying instead
- What to do if someone gives you the brush off and tells you “this isn't a good time” or “why don't you send me some information”
- How to leave effective voicemails – and avoid being just another deleted message
- Two essential things you can get from gatekeepers – and why you shouldn't try to just get around them
- And much, much more

This hour-long audio is basically your comprehensive guide to productive cold calling. And you'll easily be able to apply the concepts to your HMA practice because they work in any industry and every economy.

So if you're having trouble cold calling or you just aren't sure if you're doing it right, this is the interview for you. Scott's proven techniques have landed million-dollar accounts for his companies. And if you follow his advice, it won't be long before you're turning your cold calls into hot prospects.

Michael: Calling into 1,000 plus employee companies, getting to all the gate keepers, all that stuff you can imagine with companies of that size. Getting the CEO the company to pick up the phone and then agree to me to represent all those other companies that they can never heard of, working just 12 hours a week, I was averaging more than five appointments in that level every single week.

Music

*Hi. It's Michael Senoff with Michael Senoff's [www.hardtofindseminars.com](http://www.hardtofindseminars.com). Even though cold calling can be a valuable marketing tool just like any other, if it's not done correctly, it can be a huge waste of time. So in this audio, you'll need cold calling expert, Scott Channell. Scott's going to tell you how to revamp your cold calling process so that you're eliminating drudgery, spending less time on the phone and landing more appointments. And Scott knows what he's talking about using his cold calling techniques, he's set up more than 2,000 appointments with CEOs of large corporations and according to him, it doesn't matter what industry you're in, the principle of effective cold calling applies everywhere. Here are some of the things you're going to learn in this interview. Why making too many phone calls is the biggest mistake you can make when cold calling? How conducting simple research in creating client profiles can help you weed through your phone list and reduce rejection. Why you need a contact manager? How to effectively use one and where to find the best and cheapest? Why you always need to use a script when cold calling and how to create attention-grabbing ones that jump right to the point. Why you should never start a phone conversation with "How are you doing?" or "Is this a good time?" and what you should be saying instead. What to do if someone gives you the brush off and tells you this isn't a good time or why don't you send me some information? How do we have effective voice mails and avoid being just another deleted message? This hour on audio is a comprehensive guide to productive cold calling. You should be able to take the techniques you learn from this interview and apply them simply to your HMA practice. So if you're having trouble cold calling, or you just aren't sure if you're doing it right, this is the interview for you. Scott's proven techniques have landed million-dollar accounts for his companies and if you've followed his advice, it won't be long before you're turning your cold-calls into hot prospects. Now, let's get going.*

Michael: Scott, thanks for taking the time to talk to me today and on behalf of all my HMA marketing consultants around the world and I think we're going to have some valuable time here based on your experience in setting up appointments by using what I think is one of the most powerful tools out there for doing that and that is the good old telephone, just like we're using right now. I want to talk a little bit about your history, why should we listen to you? Tell me a little bit about your experience actually, in the trenches, doing cold-calls, setting up appointments?

Scott: I have personally set more than 2,000 CEO level sales appointments with executive level VPs or CEOs at companies that typically were very large. So when I first started doing this, by accident I might add, I was calling into large companies with a 1,000 or more employees and setting appointments with executive level VPs and CEOs. And I've set up a system that was able consistently to get this people on the phone and then sell them immediately, so to speak, that the sales people would then go out onto. And then, over the course of many years, I actually sat in the cube smiling, and dialing myself across many different industries and was able to consistently set high level sales appointments for big ticket items for sales people. So all of my system is real world experiences based upon smiling entirely in the cube whether they was an onion and a meatloaf or not, depended upon how many appointments I set that peak. So, it's all real world date. It's not the world that I wish it was, it's the world as it is. It's far as setting sales appointments.

Michael: Yeah, let me ask you, when you first started smiling and dialing, was that something you were enthusiastic about, or did you hate it?

Scott: It was a challenge. It was one of the very few periods of time in my life where I actually had a paycheck for a period of time. Had seen an ad for a company that needed an appointment setter and even though I have never done that, so was the company that was selling into, you know larger companies, a thousand plus employees had a six-person national sales team, kind of a boutique firm, they could do great when they got in front of the right person and they could sell and the sales was typically a quarter of a million, half a million made to all plus type sales but their challenge like many people who are challenged, was getting in front of the right people.

Michael: What were they selling?

Scott: It was employee relocation.

Michael: What does that mean? I'm just curious.

Scott: It has to mean that it has a lot of employees that move in the executive firm to New York to Singapore. They would manage that whole process. And then having been self-employed my whole life went back into training and helping companies to market and the reason I was doing the job is getting divorced at that time, so it was nice just to have a home base for a period of time. Started months for things to settle down, you know I went back to being self-employed and what I did for about 10 years was essentially with many different companies do contract work where I would actually set up their appointment setting programs or set the appointments for them, all very, very high-level. Now that example I gave you, that first year, I set up a system with a set more than 500 key level appointments within a year. And one of the more notable gigs that I did was a mid-level consulting company. In many other companies are selling something that's intangible, and even if you have a hard product today, the system and the customization that comes in and there's a lot of intangibles into anything that we sell, but one of the more notable gigs I did was for a consulting company that found when they could start their sales process with the CEO, that their sales conversion was six times greater than if they started even if the executive VP level. So, calling into 1,000 plus employee companies, getting to all the gatekeepers, all that stuff you can imagine with companies of that size. Getting the CEO of the company to pick up the phone and then agree to meet a representative of a company that they had never heard of. Working just 12 hours a week, I was averaging more than five appointments at that level every single week on one of my gigs. So, over the years I've fine tuned it and worked a process that works across industries, you know, one of the mistakes that people make when it comes to appointment setting is they think that they're different. They have to learn consulting, if they're in manufacturing, if they're in professional services, just doing biotech. One of the first things out here, I know what you set a lot of appointments, but we're different. Well, that's ridiculous. And I can say point-blank that the system that gets you appointments is the same system whether you're in manufacturing, biotech, professional services, the system works across industries and there's not a different appointment setting system for consulting companies versus manufacturing companies versus biotech companies.

Michael: Is cold calling dead today?

Scott: Cold calling for appointments is a marketing tool like any other. Meaning, that if you use it in the right places, you use it the right way,



you get results. If you use it inappropriately, if you don't know how to use it, if you use it in the wrong places, you're going to bang your head against the wall and waste your money. Just like people do with mailings or advertisings or so forth. So, it's a marketing tool like any other and I'm sure all of us, I mean, I'd certainly deal with many, many companies that pool sales prospects, is structured around that initial cold call into companies to get phase to stays. And even among companies, that it's not one of your core strategies. It's still a major strategy, as far as getting in contact with potentially larger accounts. When all else fails, you have to know how to pick up a phone and get the job done. So it's certainly not dead, whether its right for you or it is right for you whether you're doing the right things, that's another question but it's certainly very much alive now.

Michael: I want to talk about some of the biggest mistakes that people are making when this starting cold calling, but first, I want you to tell me about the success story where you did a cold call, that resulted in a million-dollar sale.

Scott: This is the first million dollar sale. I cold called, just like I did to anyone else, to a company that was doing a couple of billion dollars worth of sales.

Michael: What service were you selling at that time?

Scott: This was the employee relocation company. The first million dollar sale came from the first gig that I did, an appointment setting back in 1994. And it was kind of an interesting story, started the process of setting the appointment was no different. Meaning, called into the companies, identified the decision maker, used a sequenced process of calls to maximize the chance of that decision maker's actually going to pick up the phone, and when they did pick up the phone, I've been 30 seconds communicated who I was, what I did, why I was credible, the three biggest benefits I've delivered in exactly what I want. And they said, yes. And then, what was kind of interesting, this company was up in Maine. And the sales guys didn't want to drive to Maine to take the appointment because it was out of their way. So the sales manager had to go. So the sales manager goes and he calls me up coming to ask me to appoint me, he says, "Scott, if I had a contract with my pocket, it would have been signed right then and there." And then he went back three weeks later and a million-dollar plus deal was signed. It was the right company at the right time, with the right person with the right service mix and I still have the plaque and since so many people in the company thought that cold calling was a waste of time and he actually wrote, it's in my book, Scott impossible. And across the sign service agreement for a million bucks.



Michael: Let's get into some of the biggest mistakes that you've seen over the years of that people are making.

Scott: The number one mistake which I find to be so ridiculous and I can't tell you how many times I see this over and over again and it amazes me. People get so frustrated by calling and yet, point blank the number one reason why people fail to make appointments is they make too many phone calls they shouldn't have made in the first place. Meaning, people get into this thing about not wanting to miss anybody, which is stupid. I hate -- and what they end up doing is watering down the list of people they should be calling and casting the net so wide that literally I can't tell you how many people I've worked with 60 or 70 or 80% of their calls never should have been made in the first place.

Michael: Are you talking about that first call or chasing calls in

Scott: Called in. Meaning, in terms of the pool of people that you call, you've got limited time, you've got limited money, you need to get certain results why people choose to call a very low possibility or no possibility pool of prospects when they could spend 100% of their time calling into a very high probability pool of prospects is beyond it and typically what I see is not a situation where people don't have enough people to call. So what it is, they don't define who they should be calling well enough and I find that it typically takes about an hour to do basic research based upon their current client base or the best clients they would like to have. What you do is you build a profile with this people, people who have bought from you before, people who are known clients of your competitors that you would like to have. You do some research on them and then you build a profile, in terms of SIC code revenue range and so forth. And then you call obviously, the people who look like those who've already bought from you. And the biggest mistake that people make is they don't do that research, which boggles me because if people are on the phone, if they're spending five hours a week, 10 hours a week, 15 hours a week, prospecting and banging their heads against the wall and getting no results or little results for it, why they don't spend one or two hours once to make sure that a 100% of their efforts is in a very high probability zone just escapes me. So the biggest mistake they make is they call the wrong people.

The second biggest mistake is, they have no system, meaning, they're not using a contact manager which is ridiculous. I mean, you wouldn't go swimming and tie cinderblocks around your ankles. But people who are prospecting or seeking to set appointments who are working on paper systems or using spreadsheets, you might as well just walk your legs off right now, in terms of productivity, because by your own

actions, you simply can't work efficiently enough in order to get the results you seek.

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

Can you make a recommendation for a reasonably priced contact manager system?

Scott: The three majors of the ones you want to stick with. I mean with GoldMine, there's Act or there's Maximizer. They're all under \$200 for an individual user. You need to use a contact manager, there are no ifs and or buts about it. And if you're using paper and you're not using a contact manager, the probability that you'll be successful is very, very low. For two reasons. A, you can't call efficiently enough to reasonably expect to reach your goal, but also in terms of the more advanced strategy, you know, when I first started calling, it was all about getting people on the phone, and they either agreed to meet or they didn't and that was about it. But, it took me a couple of years to realize that most of my clients, they were selling something that wasn't purchased all the time. It was usually a major product, the higher ticket item, something that people either purchased infrequently or only with a few vendors every couple of years. So the benefit of calling, and don't get me wrong. You need to set all the appointments you can upfront, that are your driver. But, let's face it, even if you're doing everything right, you're going to speak to a lot of people who aren't going to meet with you or who it isn't the right time to meet with you, but could very well end up buying from a competitor within 12-18 months. So, a big part of -- the value of calling, is to get recon data on the companies that you're calling, in terms of their potential work to you and flooding them for follow up, so that you can follow up at the right time or you might use insular marketing message, using the information you've gathered to your call process, whether you get the initial reading or not. And you can really significantly increase the value you get from your calling about the appointments if you're using a contact manager with some customized fields and data gathering that is going to be very helpful to you in using insular marketing methods so that you really can lift the value you get from your calls.

Michael: Yeah, that makes sense. You know, when reading your book, I saw your slotting[ph] method, how you categorize each call, hot, very hot all the way down to not very hot and that's brilliant. Let's talk about another mistake.

Scott: They don't have scripts. Or, if they have scripts, the scripts stink. I hate it. And one of the things that people need to understand, and here's one of the mistakes they make. They confuse having a script with delivering it poorly. They're two totally different things. Meaning, that the right words that you use to accomplish your business objective is very, very different than how you deliver them. And a lot of people say, "Ah, I hate scripts. I don't want to sound like I'm reading. I hate it when people call me and they sound scripted. I don't want to do that. I'm going to wing it." And you know, I say to them, "Are you kidding me? You're going to call high-leveled people to buy a big ticket item for you and you think within a few seconds that you're going to free form something that's different every time that's going to accomplish your business objective? Are you kidding me? People who are effective at appointment setting spend time writing out the words. To me, scripting is just about free thinking out the best words to use. The most powerful words, the most impactful words to use to accomplish your business objective. And when you write them down, you can then say that, "Ah, you know what, I'm trying to communicate credibility here, there's another way I can phrase it, that's more powerful. I use nine words to make this point, but if I rephrase it, I can cut the chances to six words. Or I hate these three benefits that I'm mentioning, I want to put a more powerful benefit into it. Hey, there are five words in there that I can do without. That's going to cut the time it takes for me to make the point. So, people who don't want to write scripts, I find our true loops and if it takes in 80 seconds to say something that they can say in 30, guess what? People aren't listening to it when they're gone. So, either they don't use scripts or if they do use scripts, the scripts are really bad and it's here to a lot of old wives tales that I just find that people it's here to on the phone that I find a totally ineffective in terms of getting results for a big ticket appointment selling.

Michael: All right. What do you think are the key principles to succeeding with setting appointments thru cold calling?

Scott: I think it's very, very important that if people are going to set appointments that they have a big picture of you, of what they're trying to do, in the sense that you're going to research and select a pool of target that you feel, based upon research, not guessing hopefulness, contains a certain number of people who are likely to buy your product or service within a reasonable period of time. So, let's say, theoretically that you have a group of a hundred targets. Now I find that as a rule of thumb that given a reasonably qualified list that following a process that I can schedule appointments with 10 out of the 100. So big picture, one of the first things to realize is the key principle is that in any group that we target, there are only so many within that group who are

reachable and whom, when we reach them would agree to our offers.  
Let me guess.

Michael: All right.

Scott: So like, if you realize that, then there are a couple other things that you have to realize. And this is another mistake that people make. Is that if you agree with that, okay, I'm going to call the group and it's a good group and there's only so many in that group I'm going to reach a few that will agree to my offer. Well, as I set appointments -- say I set appointment number 8, number 9, if I know statistically that I'm setting -- had appointments out of every group of a hundred, when I'm setting appointment number 7, number 8, number 9 out of that group, I don't have to say to myself, wait a minute. Am I better off to continue the call 91 and 92 records, looking for one or two meetings that I know are probably there? Or am I better to call a new group of a hundred in which I know that they're attending? And it leads us into the point of knowing what your point of diminishing returns is. So if you accept this -- there's only so many that you can set appointments with in a group, then you also must accept that once you find them, you have to stop calling the rest. There is a point of diminishing return and I find more -- it's a big mistake that people make is that they feel like, oh, I don't want to give up, so they call the leftovers endlessly and then wonder why they are frustrated in not setting appointments. So, you need to know what your point of diminishing return is and then let go of the point of diminishing return so you can create room for fresh records to come in which you know statistically are going to have a certain number of appointments within them.

Michael: Any other key principles?

Scott: You need to work a system. People love to talk about scripts. People are always calling me, "We need a script! Order me a script" and I remind people that good scripts only help you, you know, only worth something to you if you're reaching the right people in enough of them. So they have great scripts, but they have no conversations with high leveled targeted decision makers do you no good whatsoever. But what's going to deliver those conversations to you is your system and people don't pay much attention to their process of calls. How they're set up or how they organize themselves for calling to deliver up those conversations in sufficient qualities so that their great scripts convert to a meeting which would then convert to a sale where it makes it all economical.

Michael: Do they now have some kind of predictive dialing systems built into that software where it does the calling automatically?

Scott: But most of them will do the dialing for you. So, for example, I happen to use GoldMine, which I like and I press a button and it dials a phone.

Michael: So you're not sitting there, just dialing a phone?

Scott: No. One of the things about the system and that's a great question, is you want to rip out the drudgery and certainly dialing the phone is drudgery. And if you're physically dialing the phone and then you put the headset on your shoulder and trying to talk to people and tied to the same time. You're working very, very inefficiently and I teach it but I don't love to cold call. But because I've ripped out most of the crap from the system, I know that when I sit down, that I can move very efficiently and there's always a positive business result in doing stuff. And that's why we do it. I know various people who love to cold call. If you know you're working a system, then you get results and you can take a deep breath and say, "Okay. I'm going to work in the system 90 minutes a day and I'm going to get a very positive business report."

Michael: It does make sense because if you're dialing the phone maybe you're not using software and you've got paper that is painful. So I can see you sitting down, you got a headset, you've got your GoldMine open -- you entered your phone numbers in your data, into your database and I just click on the button.

Scott: Delivered up to you in the book I described --

Michael: Don't --

Scott: -- basically simple systems of organizing those records so that you're constantly allocating your time appropriately.

Michael: Are your scripts sitting in front of you on GoldMine?

Scott: No, no.

Michael: Okay.

Scott: You take the scripts and put them all in one sheet of paper and then post them right in front of me for references and so you have your course scripts that we use. And then, of course, you might be very a script construction method that works for you to be a little bit specific. So, if I was calling manufacturing companies, I might set it up one-way but maybe if I was calling a biotech company, I would describe my credibility a slightly different way or I might use different examples as far as benefits or phrases things that you might have slight variations

from your master script, if I might put it that way, based upon certain industries or situations that you're calling, so I would just stick it on one sheet of paper and stick it in front of me for easy reference.

Michael: Okay. Why don't you tell the number one reason people aren't able to set these appointments?

Scott: We don't give them enough reason to meet with us. That's the number one reason why we don't have more attendance. People have to make a distinction, Michael, between selling their products and service and selling the meeting. And it's very important distinction to make because a lot of times what people do is, they're more focused on selling their product or service and that doesn't communicate why somebody should meet when you are delivering what I call a set the appointment pitch. You need to communicate value, such that someone could say, "You know what? I don't want to ever do business with this company." But I think it would be worth me to spend 30 or 45 minutes with this representative.

Michael: So there's confusion. People say they need to sell consulting services where the purpose here isn't to sell your consulting service -- it's to sell an appointment, correct?

Scott: The appointment. It's always the value equation. Meaning, if you're asking someone to give you 30, 45 minutes or 60 minutes of their time, what you -- they get all that meeting, Michael, that's worth 30, 45 or 60 minutes of a very top-level executives time. And you need to communicate the value so you get to imagine the person you're speaking to saying, "Is this worth 30, 45, or 60 minutes of my time?" And you call them up and saying, "You know what? We're great. We're swell. We do great work. We care for our clients. And I'd like to get together with you and find out about what you're doing and whether we might be a good assist to you and see how we might help you. You know what? That is not as powerful. As you're saying, this is a decision maker, this is what we do, this are the types of businesses that we work with, they work with us because they get benefits A, B,C, and D and I'd like to meet with you and talk about some specific examples of how companies have achieved these objectives. Do you have some time?"

Michael: You know, what's in it for me?

Scott: What's in this for me? And it has to be specific. Specific benefits, specific credibility statements. Think of it this way. What reason are you communicating that would be worth a top-level executive investing 30 or 45 minutes or 60 minutes of time, when I would have hit



roadblocks, which you do hit roadblocks when you call? And I had hit spots and it wasn't happening the way -- I would always sit back and say, "Well, wait a minute. What am I communicating as far as values." And it's not about personality, it's not about anything other than the value. Focus on the value exchange and communicating a value message that's perceived well and you're going to get appointments. If you're not getting appointments, most of the time when you think about what you're saying, you're just not communicating enough value so that it's worthwhile for a top-level person to meet with you.

Michael: That makes sense. Let's talk some more about scripting.

Scott: When we talked about scripting, I would give this piece of advice and you got to listen on this a bit, because it's turn to it. Focus only on the people that has a need that you can fulfill. Forget everybody else. Meaning, when I called Michael, I had a fear and it should be this fear then anybody who's looking to set appointments. My fear was that I dial, dial, dial, dial, dial, dial, dial, dial, dial, dial, dial and then I get somebody on the end of the line, who I've identified as the top-level decision maker and goes, "Hello?" And in that second, they have a need that the company I'm working for can fulfill. And I don't know that. At the same time, the company I'm working for is a vendor that that person would love to have a long-term beneficial relationship with. And he/she doesn't know that. And my fear was always that I would hear that hello and I would not communicate words that would give that person that has a need that I could fulfill what I call, "Cause for Pause." Meaning, that if I start my conversation with, "Hi, how are you? Do you have some time? There's something I want to talk to you about." If that person had a need that I could fulfill, what information have I given them that indicates that I find to be worth more of your time? Nothing. so, my fear was always that that person who says hello was somebody that had a need that I could fulfill, the company that I was working for could fulfill. And I would not give them cause for pause. Meaning, I would not say something that would get them to set in their mark. Maybe I should spend a little more time with this person. So in terms of scripting, one of the old wives tale is that you want to get people talking and you don't want to be pushy, which I don't understand what pushy is, because one of the big mistakes that people make is they confuse being direct with being pushy and the top-level people I deal with, or whether they'll be sales people or whether they'll be decision-makers have no problem with you being direct. And making say yes or no. But a lot of people who aren't successful feel that if they're direct, somehow they're being pushy and that's a turn off. You have to be very direct. So in scripting, the time your basic hello, I always thought of it in terms of two steps. The first one was within a few seconds, I have to give that person cause for pause. If they had a need that I

could fulfill, what am I saying that gets them to go, “Oh, maybe I should hang on a little bit more.” And that earns me additional seconds that I can then communicate specifically what the company is offering, why they’re credible, your three biggest benefits they deliver and what I want. And then, they can either say yes or no. I have no problem with yes, I have no problem with no. I have a big problem with maybe. So, when you get somebody on the phone, you’re not asking them, “Hi, how are you?” You’re not asking them if it’s a good time. You communicate in 30 seconds who you are, what you do, why you’re credible, the three biggest benefits you delivered and what you want from them. In my feeling, Michael, was if somebody had no need I can fulfill or if they weren’t interested, they could tell me after they knew who I was, what I did, why I was credible, the three biggest benefits I’d delivered in what I wanted. But my worry in focus was always on what if I was talking to somebody who had a need that I could fulfill? Would my words calculated to get the attention of that person to earn me more time on the phone and then eventually get the meeting. So a lot of people get into this idea of, you know, as a couple of people are rude to them or tell them take me off the list, don’t call me, they contort their process and they become less direct and that means that when they are speaking to somebody that has a need to be fulfilled, that their words are very watered down, so people start focusing on those who are never going to buy from them, which I think is ridiculous. Focus only on the people who could buy from you and making sure that you’re delivering the best message to them.

Michael: I’m sure there’s sales people out there who like to chase even the people who’s saying no, not interested. They try and call on back what’s your advice on that? Big waste of time?

Scott: Well, they get into this whole idea of responses to resist them. All right. So the common responses to resistance you get that we all come across are sense and information or we’re all set, we have a vendor we love or something like that. And one of the big picture things that I’ve learned in appointment setting is that, it’s not like people aren’t telling us the truth, but do you got to remember most of the time they don’t know us, we’re not credible in their eyes? So when people say send me some info, or call me back, we’re all set, those are kind of like meager responses and as appointment setters, one of the things that we have to do is to craft responses to those things, which accomplish two objectives. First of all, let’s take the sense and information objection. Michael, as an example, we know statistically most of the time when somebody says “send some information” that it is a blow off. It is a blow off. It’s easier for them to say send some info rather than it is to say, “Don’t call me, I’m not interested, we have no need.” Here’s your problem. First of all, even if 9 out of 10 of those people are

blow offs, it means that one out of 10 isn't. You need a response that is calculated to separate or identify to you that one person out of 10 is a legitimate prospect. And that eliminates the possibility that you're going to waste tremendous amounts of time following up on the nine out of 10 that I will blow off. This is how you do it. You know what, Mr. Prospect, we don't send out general information because the general information we send out is just going to tell you what I just told you. We're a large company, we've been doing this for 15 years, clients like A, B and C use us because they get benefits one, two, three, four and five, but I'll tell you, if you have a specific need or issues, I would be happy to put together a specific package fee that would be generally helpful for you. Do you have any specific information that I could put together for you? That's just a couple of things, Michael. First of all, we're not letting other people control where we go. Meaning, when someone says send me some info and you go, "Okay," you are a wimp, go out and buy the T-shirt and because you're an official wimp, then you are doomed to wait tons and tons on the phone, and it's your own fault. It's not their fault, it's your fault, because you agreed to do something, you gave the person that you called control over your time. You never give who you call, control over your time. You decide based upon solid information how you're going to allocate your time. If someone comes back from that decision, you know what, I don't really have anything specific, you say, "You know what? Fine. It doesn't sound like it would be mutually advantageous." Because remember, you're selling it at a high level. You're important too. And just because they want you to jump through a hoop of fire don't mean you're going to do it. And you aren't even going to do it if it's mutually advantageous. So you say you know what? It doesn't sound like maybe this is the time, but you know, we obviously do an awful lot of this. Could you suggest the time when it would be more appropriate for me to be back in touch with you? And then people will tell you. They'll say, "You know, call me in a year. Don't call me. Call me in six months." And you know what's shocking? How many people will say to you, "You know what? Call me in two weeks." And you're, "Okay. Happy to do that, next prospect, can you tell me why it's a good time for me to call you in two weeks?" "Well, yeah, because we're finishing up quarter end and we get a new CEO coming in and this is a major issue, it would be a great time to talk to you." "Oh, okay." So, always ask why, it's good for direction and then why it's an important time, because it gives you information as to the potential work of the prospect field. Yeah, the part of that was, what if they say they have something specific in mind? So, the nine out of 10 people, they're going to say, "Well, I don't have anything specific." You're going to say, "Fine. I don't want to be on your back. Look, we do a lot of this, you're going to reinforce your credibility and the benefits you offer. Could you suggest the time to be in touch?" "Sure. Call me in three months."

“Happy to do that. Is there any specific reason why that’s a good time?” “Yeah. This is the reason.” “Thank you very much.” Click. You now know how to swat that. But what if the person who says, “Well, you know what? Actually, we do have a couple of problems. I got this problem, I got that problem. I got this problem. There are ways you handle that is you say, “Oh really?” Ask a couple of open-ended questions. What’s happening? Why is that important to you? What’s the next step to that? Oh, you know, essentially what you do is, you’re going to rub salt and there’s a gaping wound that they just told you they have and then you let them talk about how important the issues are to them. Then you say this, “You know, we handle a number of companies with exactly those issues and I can think of a couple, my fellow representatives who have helped companies do exactly those issues and if I have enough opportunity to learn about more about the specific situation, I know that I could give you a number of options and strategies, that would be very helpful to you. In fact, I got some colleagues in Colorado who have worked on similar issues and once I knew more about your situation and what you wanted to accomplish, I know that I could gather specific information that would be very valuable to you. If that’s worthwhile, I’m happy to do it. I mean, I’m in your area next week, first day of Friday, would you happen to have some time. So what you do mean big picture is when somebody says sends an info, what are we trying to do? Who’s real, who’s never acts[ph]. Hey, to those who would never acts, how do we allocate our time? We extract specific information from them which enables us to appropriately swat them. To those who are real, we ask a couple of open-ended questions, rub salt in the wound and then make them an offer that’s valuable. Hey, we’ve helped people through that. I skipped college, an essence you give them a reason to meet with you by saying, “If you meet with me, you could use the specific information I can deliver to you.” And if you do that, what are the odds of somebody saying, “You know what? That’s worth 45 or 60 minutes of my time.” It’s free, powerful stuff, because you’re now offering them specific information on a problem that you have extracted from them, that they have. Can they, in terms of the responses in the book that entails appointment is I give other models of how to respond to we’re all set, call me back and so forth, that follow the same big picture process. Who’s real, who’s never acts3924 and then convert the ones you can convert into it.

Michael: For more interviews like this, go to Michael Senoff’s [www.hardtfindseminars.com](http://www.hardtfindseminars.com)

Yeah, I’m looking at these. These are great. We don’t have time for it, but they’re all in your book and they would fit perfectly for any of the

HMA's consultants or anyone trying to set appointments for selling, consulting services. I want to move on to the important topic. Gatekeepers. I'm sure when you're calling on companies of this size, you're always encountering gatekeepers. What are a couple, most effective way to get past the gatekeepers?

Scott: Actually, this is generous. I never really tried to get past gatekeepers, which might be surprising to people. I always worked around gatekeepers. When I work with a gatekeeper, there are two things that you can get from a gatekeeper and something that you want, which is connected to who you want to speak to usually isn't going to happen. So, when you speak to a gatekeeper, what you can do, and you must stay focused on, are two objectives. One is, what information can I get that's going to give me some clues as potential works of this account? Meaning, when you call in the company, some are worth a lot, some are worth little, some are going to buy now, some are going to buy later, some are going to buy high margin stuff, some are going to buy all margin stuff, and even if you can't speak to the decision-maker, you can still get great recon information and gatekeepers are a great source for that recon information, in particularly a big picture on appointment setting, it's remember that not everybody we call is worth the same. If you can't get connected to your decision-maker, then what you want to do is improve the quality of the information you're dealing with. And you do that by asking finely-tuned questions to gatekeepers which are kind of give you information as to whether they buy which offering, do they buy a lot, so that you know whether to call them more or whether to call them less.

Michael: Have you experienced you can get that information from them?

Scott: Absolutely. Absolutely. The second thing you want to do, and this sounds so stupid Michael, but it is so true, that a major factor and you've been able to have a conversation with your targeted decision maker, is your ability to get their direct dial or extension and one of the ways you get direct dials or extension numbers is working with gatekeepers. So, with gatekeepers, they are a source of great recon information in terms of the potential worth of the account, they are also a source of direct dial or extension numbers. And you have to become adept at knowing how to get that from them, so that when you follow-up, you can follow-up by calling the direct dial or extension numbers and in my book and in my CDs and so forth and in my tutorial, which is free by the way, which people would find at my [settingsalesappointments.com](http://settingsalesappointments.com) website, is I go into some of the more advance strategies for getting direct dial and extension numbers and when you use a contact manager, how you can set filters and so forth, so that you can increase the number of conversations that you have. In



appointment setting, one of the things that you need to do, is if you're going to set appointments, you have to have conversations and you need to know the specific strategies that you use in order to have conversations in sufficient quantity to meet your appointments goal and one of the ways that you have those conversations is by becoming adept to getting direct dial and extension numbers and those you would get from gatekeepers.

Michael: Great advice. Let's move on to voice mail. So let's say we're calling and we're getting lots of voice mails. Do I leave a message and just hang on and move on to the next?

Scott: Well, voice mails are part of your touches. Meaning, that I'm a big believer in what I rule the rule seven, which means that people have to be touched by us numerous times before they start to understand what we're offering, and when your appointment setting, and I did it years ago, there really was only voice mail and fax, as far as touches and in the process I unwind and before it can take a little different because now we get email and websites in the internet, but the basic concepts is the same. That when you call through, then you use a process, you're going to leave a certain number of touches within a road of reconcentrated period of time and I always used to work what I would call free cycles of three. And at the end of each cycle, I would leave a voice mail and send a fax. So at the end of roughly a two-week calling period, someone had gotten three voice mail messages for me and gotten three faxes. So I'm pretty close to the rule seven and if they had a need for what I was offering, I could say, "You know, I've left a tick box voice mail and a great benefit laid and faxed to these people. They haven't responded, I've called them numerous times, I think it's time to move on. The twist on the voice mails that I believe in strongly is this. And think of it this way Michael. When people craft what they're going to say on a voice mail, picture your prospect listening to their voice mail messages with their finger poised over the delete button. And what are you saying to people within a few seconds that's going to earn you cause for pause? Which is going to keep that finger hovering over the delete button, okay, but they're not going to trash it. And the big concept I would say here, which is a different way of thinking is that you put your name, your company and your phone number at the end. Meaning, you do not leave a voice mail message with, "Hi, this so-and-so from such-and-such company." Delete. If somebody that had a need that you could fulfill, listen to that voice mail message. Your first few seconds has got to communicate to something. A fact, a result, a captivating question that's going to keep that finger from hitting delete. And it's going to earn you a few more seconds. This person doesn't know you, know your company or what you are for what you do and when you do start a voice mail with, "Hi, this is Sally's salesperson



from Mega Industries”, you’re gone. You’re gone. So, you’ve got to start your voice mail by earning cause for pause and then having done that, leave your name, your company name and phone number at the end.

One of the other points that I’ve mentioned Michael, about appointment setting is what you measure, and very interestingly, I do not recommend that people measure dials. One of the things that people get into in particularly managers make a big mistake in measuring the dial activity of the appointment service. In my experiences, the best appointment setters do not make the most dials because they’re actually talking to people. Okay?

Michael: All right.

Scott: And seeing appointments. And once you’re within a reasonable range of dialing, you certainly have to be within a reasonable range of activity, don’t get me wrong, but this game is not about who can dial the phone the fastest. I mean, you’re not selling cell phones here.

Michael: All right.

Scott: You know, buy a cell phone? Want to buy a cell phone? It’s not about a dialing frenzy. It’s about working in an organized manner, dumping sufficient number of new leads into your funnel every week, working them methodically, it’s about having conversations so you measure how many people you dump into your funnel every week. You measure how many conversations you’ve had with those targets. And I define a conversation as somebody that you’ve identified into a decision maker, you deliver your 30 second set appointment pitch too, that’s a conversation, and how many appointments that you set. Those are the only things that you measure. The rest is superfluous.

Michael: Do you have, from your experience from all these years selling a higher end service like consulting services, some numbers that a new consultant who has no idea what the numbers would be could reasonably expect?

Scott: Yeah. My rule of thumb would be that if you’re going to call, say a hundred companies that on a lower level you want to be setting seven or eight appointments on a higher level, you might be setting 12.

Michael: Then of a 100, how many do you think you’re going to get in touch with the decision maker?

Scott: You might need to have four or five conversations in order to set an appointment.

Michael: With the saying decision?

Scott: No, no, with different ones.

Michael: So for every four or five you talk to, you may be able to get one appointment?

Scott: Correct. That's the decent conversion rate among people who do not know you.

Michael: 25%.

Scott: So, out of the group, I would say one of 10 conversion of companies called to appointments, four or five conversations per appointment?

Michael: Ah huh.

Scott: Those would be my benchmark.

Michael: Yeah. That sounds about right. So, look, you said a lot more training and I know you offer a ton of free stuff on your website. For HMA consultants or students, listening from [www.hardtfindseminars.com](http://www.hardtfindseminars.com), where could they go to glean some more advice from you?

Scott: What they would do is go to appropriately, setting [salesappointments.com](http://salesappointments.com). And here, they can opt in to a free tutorial, I have a 20 lesson tutorial in this topic where you get articles, you get script samples, you get model responses to resistance. I also have about three hours of audio they can listen to free, MP3s they can download and I also send them a free CD of some presentations I get which people feel they get a lot out of it.

Michael: That's great. You know, I see a lot of marketers out there and you know, other than myself, I don't see too many people giving so much free stuff away but certainly you do. And, you know, just by looking at all this stuff you give away and I'm sure you benefit from that by giving out that information.

Scott: It works. It just works.

Michael: Yeah. So if anyone listening, he really does give a lot of valuable free information on asset sales appointments and I'll encourage anyone to

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definitely take advantage of that and he'll even send out a CD and pay for the shipping, because I got one myself.

Scott: Great.

Michael: Scott, I appreciate it.

You're listening to an interview on Michael Senoff's  
[www.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.hardtofindseminars.com/HMA\\_Details.htm](http://www.hardtofindseminars.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>