

The Art And Science of Zero Effort Selling® - Dramatically Increase Increase Your Closing Ratio And Make More Money!

When you attend this event, you'll discover why the new sales technology of Zero Effort Selling is rendering conventional sales training obsolete. Zero Effort Selling is different and proven more effective than traditional selling methods; it's a synthesis of Neuro Linguistic Programming (NLP), behavioral research and unconscious language patterns. It's simple and practical and you'll quickly realize how it can provide you with exciting new ways to close more business - quicker and easier.

"I have been one of Zig Ziglar's presenters, and I've never seen persuasion tools this powerful."
Patrick Dougher, Trainer/Speaker – patrickdougher.com

In this introductory program (30-45 minutes) you and your team will:

- **Learn how you can increase your opportunity to close every sell by at least 200%.** (If you're like most selling professionals, you'll be shocked to discover that most training programs have taught you to sell the reverse of how the brain decides to buy.)
- Learn to use three of the quickest, easiest and most effective techniques to covertly **influence people to buy.** (Jim will give you three "Rubber meets the road" techniques that you can use right away.)
- **Associate what you're selling to your customer's unconscious hot buttons.** (The brain naturally associates things. Learn to use this in selling.)
- **Learn how to motivate the 95% of the brain** that drives your customers to buy – unconsciously (The right side of the brain buys, the left side of the brain returns.)
- Discover that **if you're selling features and benefits, you are actually losing sales** (Yes, you read that right.)

And so much more – you're going to be surprised and amazed at just how powerful this information is.

The fact that you've even read this far means that you're looking for faster and easier ways to close more business – more quickly. So, register now and start selling more.

"I listened to Zero Effort Selling on audio. Jim's program will make me at least an additional \$30,000 per quarter in commissions. If you're a selling professional, you've got to learn what Jim has to teach." Brian K. Johnston, Temecula, CA – johnstonsearch.com

"In seven years with this company, we've never sold as much as we have since we started using your system." Shane Chartrand, Windsor, Ontario