

Stress-Free Selling™ Create a Solid Foundation

Stress-Free Selling™ The First Sales Call

Stress-Free Selling™ Follow-Up Sales Calls

"We used your manuals as our main teaching in our sales meeting this morning. Great response was the result. It was very inspiring (just as you are in person). Thank you for all you do each day for so many!"

- Penny Miller, Director of Corporate Development, Ocala Magazine

The Beginning

- My Beginning
- Stress Shortens Your Life... and Your Sales
- 3 simple solutions to reduce stress
- Why sales is stressful
- Your Beginning
- A New philosophy
- Here's an example of how this shows up
- FAQ
- How to use this manual
- The Playbook
- Is "Stress-Free Selling" an Oxymoron?
- The Power of Belief
- Sell Without Discounting

On Your Mark, Get Set, Get Ready

- Determine Who to Call
- "Everyone" is Not a Market
- Weed out False Prospects
- Prioritize Your Prospects
- Current Customers
- Referrals
- Old Customers
- Competitors
- Decide What You Need to Know

You Can't Sell If They Won't See You

- Eliminate "I'm not interested" as Opening Response
- Determine What They Really Want
- Hot Buttons Ignite
- Be Different!
- A Little More
- Get Past Gate Keepers
- Surmount Voice Mail
- Get Your Emails Read and Responded to!
- Avoid Being Sent to the Spam Box
- Avoid Ticking People Off!
- Email Protocol
- Now That it's Open, Get Read!
- The Deciding Factor
- Make Web and Email Addresses Easy to Read
- End Powerfully
- Reinforce your Key Strength

Overcoming Getting In Obstacles

- "How Much Is It?"
- "Get to the Point"
- "What are you Selling?"
- "Send me a Media Kit"
- "Talk to my Agency"

It's Not What You Say that Builds Desire

- The Most Critical Step in Sales Discovery
- About Them
- About Their Business
- About Your Competitors
- About Working with You
- Success Involves Risk!
- The Hidden Power of Notes

Stress-Free Writing™

- The Most Critical Step in Writing
- Design - Four Focus Points
- Accuracy - Three Pitfalls to Avoid
- Brevity - 3 Simple Strategies to Clarity
- Avoid the Trash Can. Make Sure Your Letter is Read!
- #1 Secret to Make Letters & Proposals
- About Them, Not You
- Little Known Trick
- Major Do's and Don'ts
- Guarantee Comprehension
- Negativity
- Seven Compelling Openings
- Question
- Benefit
- Statistic
- Quote
- Startling Idea
- Story
- News

Write to Ignite Desire

- Understandable Portrays Brilliance
- Short & Sweet
- One at a Time
- Effective Emphasis
- Lists
- Priority
- Identifiers
- Consistency
- Spacing
- Repetition

Close Compellingly

- Lights, Camera... Action
- Salutation
- Second to Last Chance
- Last Chance, P.S.

The Actual Proposal

- Write it Right... Final Thoughts

They Still Don't Care About You... yet

- From Features to Benefits *Easily*
- Let's Start at the Beginning
- Make Features Dance
- But My Features are the Same as My Competitors
- Take Off the Training Wheels!
- Sell Without Showing Your Pub!
- Benefits that Dance
- A Few More Examples
- Checking In
- Pulling it All Together
- Transitioning from Discovery to "Selling"
- Present Solutions
- Close the Call

Turn Objections into Sales

- Let's talk about objections
- Handling objections
- Avoiding objections
- Belief strikes again!
- Raise them first!
- Creating tools for every objection
- Testimonials
- Success story
- Articles
- Research
- Calculations
- Feel, felt, found
- Charts and graphs
- Overcome These Objections!
- Give me a deal
- Your price is too high
- Business is slow
- My budget is spent
- I have to think about it
- I have to talk to
- I tried it before, and it didn't work

Natural Closing Tactics

- Identify Buying Signals
- Product questions
- Show Me
- Shifts
- Real Objections
- Praise
- Body Language
- Let's Make a Deal!
- Bringing In the Competition
- Ownership questions
- Avoidance Signals
- Foundation for Smooth Sailing
- Sell What Makes Sense
- Recommend Successful Programs
- The Ultimate Credibility Creator
- Choose Your Words
- Natural Closing Tactics

"I attended Jenae's breakout session at the annual convention in San Diego. It was Terrific with a capital T. I got a ton out of her program and use her insights in my business."

Steve Shapiro

Author of *24/7 Innovation, The Little Book of BIG Innovation Ideas* and *Goal-Free Living*.
Featured in *Newsweek, Investor's Business Daily, New York Times* and *The Best of O (Oprah)*