

HMA

HIDDEN MARKETING ASSETS

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INTERVIEW SERIES

**Sales And Marketing Legend Ben Gay
Reveals To New HMA Students...**

The Secret Of The Close

Dear Student,

I'm Michael Senoff, founder and CEO of 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 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.hardtfindseminars.com

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Sales And Marketing Legend Ben Gay Reveals To New HMA Students...

The Secret Of The Close

Ben Gay III is a marketing legend. When he was working alongside Zig Ziglar, Earl Nightingale and Napoleon Hill way back when, Ben was the "young guy." Now, he's the last living link to that era of marketing genius. And in this HMA exclusive interview, he shows new consultants powerful techniques they can use on every deal.

According to Ben, the most important thing you need to remember when you go out there is that you're just as smart as 90% of the people who come through the door, if not more.

You have a proven system that works and scripts to use along the way. But, he says, in order to close, you've got to know what your last sentence is going to be before you start talking, and then naturally direct the conversation to that sentence.

He also suggests that you start seeing people as new friends instead of prospects. Ben's had clients for 20, 30, even 40 years because he considers each one a friend. And in this audio, you'll hear how to make those kinds of relationships too, along with the exact sentence Ben uses to close on a new friend.

You'll Also Hear...

- The art of the referral fee – and a quick story that illustrates why it's so important to either do it the right way or just forget it altogether
- The one person in your town you should always try to think about if you want to do cold calling the easiest (and most efficient) way possible
- The difference between "sales coaching" and "marketing consulting" and how to add the relatively new field of coaching to your consulting practice (along with 5 other income streams you may be able to add too)
- Ben's polite way of turning a free call into a paying client by basically announcing, "Sorry, but the freebie is over"

- How charging for his advice actually made Ben's life easier (and more prosperous) and the no-nonsense way Ben gets paid for his time *before* he sends out the bill
- A trick for getting prospects to cold call you
- 3 ways you can project credibility without saying a word
- The little story of a man who built his thriving business of 40 years off referrals generated from one cold call
- Clear and straight-forward advice for anyone worried about landing their first client

Believe it or not, you don't have to be some sort of "overachiever" to be successful in marketing. All you really need is a plan and a little knowhow.

Ben admits he made Cs in high school and couldn't make a sale for the first six months of his career. But he kept swinging at the ball with clear obtainable goals in mind. And he's been knocking them out of the park ever since (47 years later and counting).

And in this audio, he shares it all with you.

And if you stick around to the end of the audio, you'll hear the very generous offer Ben's giving to hardtofindseminars.com listeners on his website at the end of this interview.

Hi I'm Michael Senoff, founder and CEO of HardToFindSeminars.com. For the last five years, I've interviewed the best business and marketing minds. Along the way, I've created a successful publishing all from home, from my two car garage. When my first child was born, he was very sick and it was then that I knew that 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 mp3 audio business interviews. I knew I needed a site that contained strategies, solutions and inside angles to help you live better, to save and make more money, to stay healthier and to get more out of life. I've learned a lot in the last five years and today I'm going to show you the skills you need to survive.

Michael: The purpose of this call, Ben, is that it's 2013 and I want to offer the existing HMA consultants and new HMA consultants who are coming into the program in 2013 additional advice from experts that I know from in the marketing world and additional encouragement even though they already have so much of it currently in the HMA system and I thought, what a great way to start off my new efforts in bringing in new material to the HMA consultants with no one other than you. So I appreciate you taking the time to share with our consultants so I'll start it off this way for the consultant- who is Ben Gay III and why should my HMA marketing consultants even consider listening to what you have to say?

Ben: I think the reason that perhaps I have something to offer is that I'm pretty good at what I do and length of service- I've been at what I do now in some form or other, parts of it anyway for 47 years. I'm a young, as we record this, 70 year old guy who grew up in the business with Zig Ziglar, Earl Nightingale, and Dr. Napoleon Hill and so on. Bill Gove and Jim Rome, etc., I could go on. But they were all considerably older than I was, I was the kid in the group. Therefore, I'm sort of the last living link to the giants in our sales and marketing industry and I'm a good note taker. I've paid a lot of attention and I wasn't the brightest person you ever met, but I surrounded myself with people who were.

Michael: What are your feelings about the consulting and the coaching business today?

Ben: Well, in general, not just mine, but in general, it's a booming, growing field. Especially the coaching- consultant, that's been with us forever. Coaching is a relatively new animal. Consultants dealt with big companies and so on, by my definition anyway. When I say I'm consulting, it's usually with a company. When I'm coaching, it's usually one on one. That guy or lady, maybe the CEO or the so on but they're more likely to be the owner, the Vice President of Sales and or the people who work with him on a sales base. So although I have people who just need a place they can go and talk to someone and know they won't hear it repeated anywhere, so I have some where I'm borderline psychologist without credentials. The problem I find is, consulting, you get found out pretty fast if you're not good because you're dealing with professionals. The coaching business, there are a lot of people who are now "coaches" who have never done anything in their own life, are spouting things they read in the manual somebody handed them. So there, you've got to be a little more careful. I know the people you work with, you train. I've seen the results of it. But a lot of people, you don't have

to do anything in particular to become a coach, other than go to your local print shop and print up some business cards. So I love the business and I'll tell you quickly why I got in it. When Gigi and I first got together as a married couple almost 20 years ago, she noticed how much time I spent talking to people. Consulting- I charge for, but coaching- if you called me, I was a sucker. And I love to talk and I think I have something to offer. So, I would offer and offer and offer. And she said, "you know, do you think you could charge for that?" and I said, "I really don't know" and she said, "why don't you try it?" So I set a rate- I still honor it to this day. I outta raise it but I haven't gotten around to it, so I set up a little system and here's what I found- the people who were just sucking off of me, went away when they found out they had to pay and that was good. 50% of my time that I spent in that endeavor was freed up and the other 50% were happy to pay and put more value in it because something for nothing is worth nothing and generally speaking, they realized I was doing something of value and instead of having casual conversations that included the weather and the health of their dog, we get down to business quickly. I was talking to one of my coaching clients yesterday, coaching and writing clients and we've known each other for years but I was impressed and sort of amazed, I smiled when I said "hi, how are you Carter?" And he said "I'm fine, the reason I'm calling is-"and we were off and running and right at the end it was "good bye" "good bye" and dial tones. That wasn't rude, it was just when they're paying, they want their money's worth and they want it fast. So I want both businesses, especially when it's via phone and email. I'm not a big fan of getting dressed and driving or flying somewhere to do the same thing, but I do that for a higher fee.

Michael: So you took something that you enjoyed doing, you like people and you like to talk and you were giving away a lot of free advice and you thought hey, maybe since I'm giving this advice away anyway, maybe I can get paid for it? So can you take me through a transition of how you may be talking to someone, providing a little bit of advice and then transitioning that person that you're talking to, who obviously may need some additional help with whatever it is, whether its consulting or coaching and, how do you step by step turn that into a paying client and then what do you charge for that service and how do we close the deal? Take me through the process specifically so an HMA consultant can see what that looks like, a new one.

Ben: Well I do a lot of open ended stuff - social media and so on and my newsletters and Closers update and newsletter and then the

Closers alerts, where I put announcements about specific things. They are open ended that cause people to call and ask questions. "I just got a couple of quick questions, do you mind?" I say "I don't mind at all- it's what I do for a living, but sure I'll answer a question or two for you". And I do, I'm a nice guy. Raised in the south, we tend to be polite people. And after it starts turning into a conversation, I just say well- what you might want to consider is our coaching program. And I generally don't explain it to them over the phone, I send them the website but I'll answer questions. The website lays out how I work and how I work is there wasn't any transition, I've just announced, free call is over. If you want to get serious, here's what we do. Telephone coaching is \$200 an hour. \$3.34 a minute. I don't do 15 minute minimums. If you call up and ask a quick question and it's a yes or no or whatever and we hang up, if I remember to make a note of it, sometimes I don't, I get criticized by that, but if I remember to make a note of that, you'll see a charge if your statement of \$3.34 and if they don't call, I have one client whose had a \$400 or \$500 credit on his books for several years and periodically, he calls and he says- don't worry about it, I don't want a refund. I want you there in the background, ready when something comes up that I particularly need. The way they get started is they put up \$450 to start with. Current rates, this is 2013, if you're listening to 2016, be sure and check with me. At some point, I'm going to get around to raising my rates. But \$200 an hour, \$450 to start. \$50 of that is you fill out a registration form, we get your files set up on the computer and in my rolling file that sits behind my desk and then you have 2 hours of time and when that time is gone, you get a bill at the end of the month. One of the things I suspect that your people want to know is how do I get paid? If they want to pay by check off a statement, that's fine but when you open an account, you put a credit card on file and that's the way that 90% of them get started in the beginning anyway. You put a credit card on file, so if you've gone through your two hours and you get an end of the month statement, we'll get paid one way or the other but we just don't have that problem because among the other things I do, you know I believe in sales and filtration, most of the people whether I've met them in person or not, most of the people I work with, we rather quickly become friends; sometimes, in the first conversation. And friends generally don't cheat friends. I just haven't had that problem. I've had people with some financial difficulties. But you bear with those, we've all been through them, so I just ride it out with them, as long as their intention is good and they stay in touch, we just don't have a problem.

Michael: Can you describe, and you touched on it briefly, for the new consultants, what is your definition- the difference between the coaching and the consulting and what advantages do you feel each possess in your existing business?

Ben: The differences, in my mind, are almost by my definition: I'm not reading out of a dictionary. Consulting, to me, is I'm working with the company through an individual or individuals. But I'm working with the company on a little bit broader thing. Yesterday, for instance, I was writing stuff for investment bankers and gradually going through everything they've ever put on paper and fixing it- not fixing it because they're very smart, but you know- brightening it up. Not making it sound quite so much like it came out of a computerized adding machine or something. Put in a little personality into it. That's consulting. Coaching is, to me, a person calls me- a preset time or spontaneously, or whatever (usually I work on preset times) and says, I've got a problem. Or I want to talk about this. Or help me when I get into this situation. And sometimes, it goes all the way down to they're in a home or in a business, selling something and they hit a snag and the call to their manager, that dropped call that everybody has in direct selling didn't do it either, and they'll say, let me see if I can get my coach on the phone. Ben Gay is a world renowned da, da, da. And they dial my number with a little luck, get right through to me, and I've closed many sales for people, either by telling the sales man what to do, and he's repeating it- he or she. Or by talking directly to the customer. So the consultant might set up the National Football League and its structure. The coach gets down with the players. This is pretty good Michael, I've never thought of this before. The coach gets down with the players and teaches them how to block and tackle and what to do in given situations. So that's sort of where I draw the line. Some people don't like to hear that they're being coached, so they call me their consultant. But in my mind, consulting the company is more serious, less immediate; coaching is you and I are friends and you've got something you'd like a little outside advice with.

Michael: You're listening to an exclusive interview found on Michael Senoff's www.HardToFindSeminars.com. Where do you think there's more financial opportunity, in the consulting or the coaching business? Is the consulting limiting you, because you're basically earning per hour?

Ben: No, the way I've set up my business, I made a few notes before we started this morning because I thought maybe you might ask me

what's a normal day like? I get up at 6am in the morning and then I have a list that I've made up about what time it is elsewhere that I have clients- Atlanta, Oslo, Norway, Hawaii, Hong Kong, Bangkok, etc. so it really doesn't make much difference to me- picture 5 hats sitting on my desk and the phone rings or an email or whatever and it's a coaching client. I put on my coaching hat and go to work for whatever length of time we're going to spend. It could be a minute, I think the longest coaching call I ever had, I started just as I got in the car on the way to LA, I had to hang up for a bathroom break and lunch and finished the call just as we pulled into LA which is about 8 ½ hours later. And the shortest call I've ever had was I'd been working with a guy for some period of time and I sort of knew the direction he was headed in and he called me as I was walking into a hotel to do a seminar and he said, "I think I'm ready to make the break and start my own company". He said, "do you think I'm ready?" I said "yes", he said "thank you" and hung up. So they run from one minute to eight hours, therefore, they sort of fit in to my schedule the way they fit in. One thing I've learned how to do, Michael is, I run my life and my schedule. People don't get to jerk me around. I turn on the phone at a certain time in the morning; I turn it off at a certain time at night and everybody has to fit into those parameters. Ya know I've heard people say that what they should do is carve out time here and there for your family. What I did was I carved out or designed a life around my family and I've carved out little niches to work in business. The little niches total up to a lot of time: starts at 6am in the morning and generally, goes to 7 o'clock or 8 o'clock at night, even if I'm just writing by myself and Ken runs seven days a week, although I get a little picky about weekends, so it's not either or to me, it's whoever is on the phone and what they need. Consulting has some advantages in that, much of the time, they don't know when I'm working or whatever- I keep a log and they get a statement at the end of the month. But I don't have to be on the phone or doing their work at 8:14am. I do it when I want to do it. The writing I was doing yesterday for the investment bankers, I did throughout the day in the niches and corners of my day. I might spend five minutes on it, I might just go back and re-read what I wrote and proofed it, I'm sure you run into this. I write things that are absolutely magnificent and look at them 24 hours later and wonder who the idiot was who wrote it. So I'm tweaking things constantly as they go out of the door, I'm tweaking them right up to the last minute. So it really doesn't make any difference. This morning, I took a call right before you when I got on the phone and I probably shouldn't have because I might have had to cut somebody off, I only had 20 minutes before you and I were going to talk but it was a gentleman

calling from Las Vegas who wanted to order \$6000 worth of books and cassettes and so on. He started out wanting \$3k, by the time we got off the phone; the order was \$6k. Wrote that up, that's my salesman hat, put it back down, put on my telephone interview hat and called you.

Michael: One of the biggest concerns our new HMA consultants have is they're concerned about approaching a potential prospect or client and they haven't had or gotten a client before, so they always ask how is it that I can approach a client and have that credibility before I meet with them? What advice would you say to that new consultant who is pretty much just starting out? And how would they overcome that?

Ben: Well, all the normal trappings- business cards, dressing well or dressing appropriately, sometimes that's not what I would consider well but, dressing appropriately to the situation, and then be more of a listener than a talker. Most of the solutions, I've found, in business and in selling and so on, cross many different boundaries. When I got in to speak to a group, they go "we're in the dental profession" or "we're in home improvement" or "we're in this" and so you've got to know that because our people are different. Well our people aren't different. They all do, in business and sales, about 95% of the same thing, so you know that the new guy assuming he's been through your training and studied your material and so on, that new guy needs to know, he's just as bright as 90% of the people or more that walk through that prospect's door. He's got a system to run on and by that I mean that he should have scripts. And by that I don't mean say exactly the same thing to everybody under every circumstance, but you have a plan in mind. I don't remember his name but the other day I watched an interview with a gentleman who spent the last 30 years writing about Linden Johnson. A series of five books and he's got one more to go and he's in his 80s and he's hoping he can get to the end of this one, since the last one took 9 years. But the secret- the takeaway I got from that interview, because I've been doing it for years and didn't really know it was something you should explain to somebody, in all selling situations, in all writing situations, whether I'm ghostwriting a book for somebody else or a book for myself or a sales script what have you, I already know the last sentence. And I write to that last sentence. And he said that's what he does. In the book he's just starting, which he says will take 3, 4, 5 years to do, the last sentence is already written. He knows where he's going. Let me tell you a quick story, now you may have heard it before, from me, I was fishing one day with my first business partner, James H.

Rucker, Jr. , the greatest salesman who ever lived. And we were sport fishing down off Miami and the big fish hit his line, and if you've ever been on one of these trips, all heck breaks loose. People are running around, the engine is going forward and backward, the Captain is yelling to the First Mate and everything and I look over and in all this excitement and Rucker is sitting there; he looks like he's in a trance. He was smoking a cigar, that's what you do when you're a young man on a fishing boat- smoking a cigar, looking out at the water and turning the reel from time to time and so on, but just obviously to all of this pandemonium going on all around him and I looked over at him and we were so close, that he knew what I was thinking and he says- "Ben, the fish doesn't know how this comes out. But I do. And that calms me". So when I go into talk to someone, I have a standard pity pat, I have a joke, I have a name, Ben Gay, gotta get that out of the way and we have an appointment set up, if that's appropriate. Most of my work is done by phone, but we have an appointment set up and we both sort of know why we're there and I say, "do you mind if I ask you some questions?" And I begin drawing a profile in my mind and taking notes of what he wants out of this relationship. I assume he wants something or we wouldn't be talking. What he wants out of the relationship and whether I'm qualified to do it or not. I turned down some stuff yesterday from a client that was so highly technical and mechanical, one I didn't want to do it, which gives me migraines. But really, I'm not their person. I'm the person to write a sales letter that goes on top of this pile of stuff that looks like a Sears catalog and I can do that inexpensively. As far as going through all of it, I just wasn't going to do it. So it's a weed in, weed out process for both of us. But the last sentence is already written. And that is, it's my standard close, although I've written hundreds of closes and books about closing and I basically use one close and it is after questioning and listening and answering, "based on what you've told me, here's what I recommend". Now before that, I've done the heavy lifting up front. They know who I am. I've established my credentials. They know I'm trustworthy. They know I'm a nice, semi-funny guy. And I've gained their trust so when I say, based on what you've told me, here's what I recommend, about 86% of the time, that's what they do- precisely what I told them to do. There may be a little dance- they've gotta go check with somebody or what have you and I know all the closes and turn arounds for that, but I don't do much around because I have worked hard to become a person of class, quality and substance, one of the things I teach in seminars, and I have the ability to tastefully project that and because I do, I probably am given a little more credence than your average bear.

Michael: Tell me what has been your number one selling publication, book-wise, to date?

Ben: The Closers, Part 1. Because that's the entry point. Once they get in, if they don't get the whole set to start with, which is what they outta do, I'll give your listeners a real good offer on that before we're done, but the Closers Part 1 book is the common starting point for almost everybody that I work with unless it was referral, and I get a lot of those, where somebody said to call and they didn't really know about the books and so on and there, I start them with at least that. It's sort of the entry gate to the world of Ben Gay.

Michael: For more exclusive interviews on business, marketing advertising and copyrighting, go to Michael Senoff's www.HardToFindSeminars.com. What is the Closers, Part 1? What is that about?

Ben: Well, I didn't write the book originally- I found it and I won't tie up time telling you the whole story. But I found it in horrible condition, both writing-wise, spelling, grammar, etc. and printing. When I flipped through my first copy, pages shot all over the room. So long story short, I got the rights to the book, re-wrote it and turned it into the best seller of all time in selling. And Closers Part 1 is the kicks, the blocks, the punches of selling. The red, raw meat and it outsells the other material because a) like I said, it's the starting point. And b) because that's what people like. It's like going to a Nascar race, anybody tells you they go to the race and weren't hoping to see a crash, hopefully with nobody hurt, is lying to you. That's among the reasons why people go and it's the number one psychological reason. Bunch of cars running around a tight circle doesn't really do much for most people; well Closers Part 1 is that. It's exciting, people tell me, when I opened it, I felt like I shouldn't be reading it because it gives them an unfair advantage over other people. The Closers Part 2 picks up where it leaves off and it shows you what sophisticated people really do with that information. Cary Grant said the secret of acting was not to get caught at it; it's also the secret to selling. And the Closers Part 2 shows you how to do that.

Michael: How important has the Closers Part 1 and Closers Part 2 been in positioning you as an expert and what has it meant for all of your coaching and consulting endeavors?

Ben: Well, again- because it's the starting point, the entry gate, it means a great deal. The whole closers series, but the Closers Part 1 because that's where they find it. One of my biggest clients is a home improvement business. He picked up his first copy for 50 cents at a garage sale. Signed and endorsed to someone else. I wish he hadn't told me that, it sort of hurt my feelings that something I took the time to sign and endorse wound up on a garage sale for 50 cents. However, since then, he's bought thousands of copies and brought me in to do seminars on numerous occasions and I do teletraining with their people and so on, so it's terribly important but frankly, Michael, if it hadn't been that, it would have been something else. I was bound and determined to do what I do. I'm a good salesperson, and I'm a good person to teach people- I call us the C students. I made Cs in high school and if I'd stayed in college, I probably would have made some there too. On a good day, I made Cs and in selling, I think I've told you, I spent the first six months in selling, where I could have made serious money and eventually did, for the first six months, without ever making a sale. And I wasn't willing to learn 50 tricky closes and 75 comebacks and all that, I wasn't bright enough, probably. So I had to figure out a way that the C students could make a living. 20% of the people I address in a sales convention will do just fine if I don't come. 20% aren't going to make it no matter what I do, in fact I advise them from the stage. I say, you know who you are. Management is starting to figure out who you are. You're in the wrong place, you know it, you don't like selling, or at least you don't like selling with this company, so when we break for lunch, you're not going to say goodbye to anybody, just go back to the office, clean out your desk and get on with your life. The people that I work with are the roughly 60% in the middle. Those who could go either way, they're sitting on top of the fence and with just a few techniques and insights as to what really causes a person to be an effective sales person or a sales and marketing person and so on, they can move into that top 20%.

Michael: You said something and I don't want to gloss over it and the listeners should rewind if they didn't hear you say this- but you said, your one best client, you've been with over 20 years. So a new consultant coming in, maybe have not even considered that he could actually have a client for the next 20 years. What would you say to that new consultant about what it means to have a client for over 20 years?

Ben: I have some longer than that. In fact, usually, I have some 30 and 40 years. But when they get into that 40 category, they retire and

or die, so I've lost some that way. But most of my clients, the economic times got the business or something or they died. Because in the client relationship and we covered that, I answered the question earlier on a different subject. I write the last sentence in the book when I start. When I start talking to somebody on the phone, I'm busy making a new friend and we're going to be friends for the next probably 20 years. I say 20 because I'm going to retire at some point, I don't know when but I'm going to retire at some point and all of my relationships since I got smart, are based that way. I was fast and loose in some relationships in the early days and I regret it to this day. I've patched most of them back up. But some are gone forever. Friends and clients and/or clients. But when you start out, it's supposed to be a long term relationship. One on one with your client and referrals from that client. We tell a story in one of the books, I think its Closers Part 2 but forgive me- I've written a lot of stuff, I forget where I put stuff. A gentleman I know went to a J. Douglass Edwards training seminar. Doug Edwards was one of my mentors. I wrote his book for him from his stuff after he died and still sell it to this day after 30 years of not selling it. But this guy went to a Doug Edwards seminar and heard that with referrals, you should get at least 5 referrals, 10 referrals from everybody you call on. And then you call them and get 5 referrals and so on and so on and so on and he said as he was retiring, he said Ben- I was so stupid, I believed that. In a 40 plus year long career of selling China glassware, gifts, etc. in home-ya know things to give at weddings and to have on your shelves and so on, in the 40+ year, he told me, I made one cold call. The first one I ever made. And everything since then for 40 years has been a direct result, generations later, of that one call. So when you say hello to somebody, you're starting a relationship that should last as long as both of you are still working in a field that corresponds and hopefully, you'll both be friends anyway and you should look at that person as the source of referrals which come naturally and easily if you're doing a good job. If I wanted more opportunities so write stuff in investment banking, all I have to do is say to my client who got my stuff yesterday and wrote back, "absolutely beautiful, Ben. You took my bland business writing and turned it into something exciting. And I'm so excited; send me more stuff next week". Well that would be a great time to say "Carter, who else do you know in the business who needs the type of thing I do?" And I guarantee I'd get referrals. Mainly though, and more important, it tells him that I'm looking for referrals. So he might give me 1 or 2 the day I ask him, but he'll give me 30 or 40 over the next 20 years.

Michael: That ties perfectly into my next question. I get a lot of concern from new prospective people considering getting into the HMA marketing consulting business and one of the most common questions I have is: how many consultants do you have in my city? Or in my town? Now the website for becoming an HMA consultant is called www.MyFirstHMAClient.com and so we focus a little bit on how to get that first client. And for someone who's a little green and maybe not as experienced, getting that first client can be pretty tough. So what would you say to that guy who is worried about other consultants in his city? Is there plenty of opportunity in business today, still, as a marketing consultant?

Ben: I live in the little town of Placerville, California, where gold was discovered and I don't take local clients so I may not be the best example of that. But if I were going to be a consultant, in and around Placerville, I would have zero concern about the other people around because my relationship is one on one. I was in the cosmetic business for years and people use to talk because we were in multi-level marketing. People used to say, when are we going to reach saturation? Well because most people don't do what they're supposed to do, the answer is never. And the other answer is, when you're the one standing on the doorstep with your box of samples, you're the only cosmetic person in the world. When you're the consultant talking to someone a big town or a small town, I was raised in Atlanta, I can spend the rest of my life in Atlanta and never get more than a mile off of the beltway, the perimeter road.

Michael: 285.

Ben: Ya, just go around it and around it and around it. And off into the little spurs and the middle where all the interstates come together and you'd wear yourself out and you probably wouldn't bump into two other business consultants in your career. And with the rate of most small American businesses, 95% of them are out of business within 5 years, Elmer Wheeler said "find a need and fill it." Well, there's a need that needs filling. People are desperate to improve the business they have and/or just stay in business. If you'd like a tour of the Main Street in Placerville, I'll be happy to take you down and about a third of the shops and businesses and out in the warehouse and light industrial areas it's the same, about a third of them are empty. The economy was a factor but 2/3 of them survived. What's their secret? Not having the right answers, the right consultant- it's what did them in. So it's of zero concern and you said they're afraid of getting that first client. Well that's internal.

The first client, doesn't have to know he's the first client, so that's you crawling out from behind your couch, mustering the courage to go make that first call and then they get easier and easier and easier and then as soon as you get a little victory somewhere, they get tremendously easy. You'll have ups and downs and you'll go through slumps, sometimes it's just random chance. We had a time, Michael, I'm guessing 10 years ago, where the phone did not ring. Literally did not ring for 11 days. To the point I was picking up the phone to make sure that there was a dial tone.

Michael: I know about those days.

Ben: Ya, something is wrong here. Well it turned out by the end of the month; sales were up over the previous month and over the same month the year before. The averages caught up with us. Sometimes that just happens, there was nothing wrong. Maybe there was some storm somewhere that I didn't put enough stock in, but you have good day and bad days. Today's been a great day. I've answered the phone personally three or four times, every one was an order, they have totaled quite a bit of money, yesterday was a great day, I finished two writing projects, got paid for them, did some ghostwriting in the middle, got another book that's about to go to the publisher. And so what you just do is you keep swinging at the ball. Make sure that you're getting your swing right, but you keep swinging at the ball. I do pretty much the same thing every day, the only difference is, clients don't know what I'm supposed to be doing so sometimes they take me off track but they do it and we make money together.

Michael: You're listening to an interview on Michael Senoff's www.HardToFindSeminars.com. What's your feeling about swinging on the phone? Calling and using the phone to do cold calling to generate prospects if I a consultant doesn't have referrals at the beginning of his business or a warm center of influence in maybe a city or town? He's kind of starting out cold?

Ben: Ya, he should have those. Develop quickly a center of influence- a warm center of influence. And then develop a non-threatening script that gets you through the gatekeeper or at least gets a call back. And work emails, I do a newsletter that generates calls and I may not be the best person to ask this because one of the joys of being in the business 47 years, is I don't really make cold calls. In fact, when someone gives me a referral- ya know, "call so and so, he'd love to have you". I say, "well, you tell him to call me." So I do things to make them call me, in other words. Because when people

call in, the psychological advantage shifts. I'm not going to lie to you and say that I sit here grinding out cold calls, I don't. And frankly, never have. I've always been good about getting people coming at me. Going back to the early days when I didn't know what I was doing, and now when it's a deliberate scheme, I get people to come at me. But if I'm starting from ground zero, you look around your market area, find that warm center of influence- it might be somebody that's a big deal in some of the local clubs. He or she doesn't need you. But they know people who do. There's a gentleman right here in our town, Steve Shortes, wonderful guy. We've never done any business together- well that's not true, he handles some of my insurance, but we really haven't done anything together. But he serves on the Board of Directors of like 15- the Boys and Girls Club. The Hospice, the this, the that and the so on, Moore Workshop for Rehabilitative Enterprises, but he's one of the neatest people I've ever met and he knows everybody that's anybody. So if I were starting out fresh in Placerville and I was going to make cold calls, I tell you right now, I'd call Steve Shortes. Say Steve, here's what I'm doing. Who do you know that, and of course you have to have had a good relationship with Steve. Again- become a person of class, quality and substance. So he feels comfortable in referring you to people. But I'd call Steve, that'd be my starting point. And I have five others I could name off the top of my head but Steve would probably be the best one. And if I get into him, I have at least a foot in the door with; I'm guessing 40 other important people in El Dorado County, California.

Michael: Do you ever offer, like, financial incentives to get this going? Like if you mention to Steve, anyone you refer to me, I can give you 10% of a project or anything like that? Does that help?

Ben: Ya, what I say is a 20% referral fee and people of Steve's quality wouldn't raise their finger, it might even hurt the relationship to offer 20% but what I do is, when I get the business, I just send them a check. First time, most of them don't know it's coming and if I did and I did years ago with him, where he didn't know what it was, I'd say well Steve that's a referral fee I pay. 20% service business speaking, writing, consulting coaching that you send me and I'm happy to do it. And he said, well I didn't do it for money and I said I know you didn't, we never discussed it. But that's what I pay. Steve and I never had this conversation but if there's any resistance then with Steve, I would say Steve- you're on the Board of Directors of every non-profit, wonderful organization, foundation, club in this county. Endorse it and hand it to one of them. I don't care what you do with it, but I have it budgeted. And seminar

promoters, that's what they do. Just for me, either on a 20% referral fee when they go get a speaking engagement for me with some company and they just happen to bring me in or set the deal up, they get 20% of my \$9500 fee or they buy their own date, go out and sell tickets, pay me \$9500 and put the rest of it in their pocket. Most recently, of a magnitude in that area, there was a gentleman that put 2,000 people in the Orlando Convention Center at about \$100 per head, he grossed \$200,000. Paid me \$9500. Paid \$2000 for the room and the rest of it, obviously he had expenses- he had to eat lunch and stuff but the rest of it went in his pocket. And as long as it's done tastefully, it's not "hey- go out and lie for me and get me business and I'll get you a fee", it pays off. We have people that do that with us and it just makes you aware, you know, when I'm listening to a real estate story or somebody wants to list their home or whatever, we have people who have been kind to us in the past because we are- she especially is well known in town, I'm not because I don't take local clients, so I'm known as Ben Gay and we don't know what he does, he's Gigi Ronzoni's husband, which is exactly the profile I like, but Gigi knows everybody that's anybody. And people ask her, she used to be in real estate, who should I get, who should I do? And we're influenced by the fact that some people do serious things for us and I would say do serious things for them or don't do anything. She gave a referral for a friend of hers one time that ended up listing two houses and selling both of them and a few weeks later we got a little \$5 batch of chocolate candy wrapped in tin foil on our front steps and that was insulting. If she hadn't given us anything, I never would have thought about it. We didn't expect anything. But if she had given us, I'm guessing her fees out of that were \$20,000 or so, it was two pretty nice pieces of property. If she'd given us \$1,000 and we put up some token resistance, she would have said- do what you want to do with it, but I'm giving it to you, you can either cash it or put it in the bank. And we'd be looking for opportunities to help her. I got all the chocolate I need, so she's a nice person, but I'm not knocking myself out for her.

Michael: Talk to that new consultant who is considering getting into the consulting business. You've been in its 40 or 50 years, so the new guy couldn't possibly know all the different ways he can generate income. So maybe give some examples of some different ways that Ben Gay III earns money all because of his consulting and coaching business.

Ben: Well, a big part of it is simply brainstorming. I have the advantage of seeing many different businesses. I knew the recession was

coming before most big chief economists probably knew but I have my hand on the pulse. I knew the recession was coming long before it was mentioned on the news or anything else because I could feel the pulse of my clients slowing down a bit. So you have the overview advantage, which you then bring to the table by, “I understand the situations you’re facing, I have clients all across the country facing similar ones. Let me tell you some of the things that we’re doing with them to offset the situation and to move forward in this situation”, and so on. I’m working with dentists right now, a company that does seminars for dentist on how to build their practices. Well our training starts at the person who answers the phone and the receptionist because they can destroy your business. So if you’re a consultant/coach, that’s one of the places to start. Right there. And then you work your way through the organization because everybody, whether they’re a dental hygienist or rain gutter installer, everybody affects your business. And you start looking for those things. I look at most businesses as if I were a customer and what would slow me down, speed me up and so on and I made a small contribution to a book called WAYMISH, that a friend of mine wrote years ago and then passed away and his son recently rewrote and I made some contributions to that. WAYMISH stands for Why are you making it so hard? For me to give you my money. And it happens all the time wherever you go, occasionally experience just wonderful experience but most of the time you don’t. There’s a value you can bring to companies. So let’s say it’s a retail business. Go in and shop the store first. See how you were treated. See how long it took to be acknowledged. Every little thing and then, six months later, you might be into their shipping costs and better ways to do that. But find an easy toe hold, the easy non-threatening way to get your foot in the door and let them see what a neat person you are and how valuable you are.

Michael: Ok so the question I wanted you to elaborate on, is how does Ben gay III make his income? Because you kind of chose to get into the consulting and coaching business, so one way is coaching with clients over the phone. Another way is consulting work with clients where you’re working in their business and you’re charging fees for that. You also, if I’m correct, you’re a speaker. You do a lot of speaking.

Ben: Ya, I made a little list when I thought you might ask me that. Let me just run through it. Somebody says, ya know, what do you do in average day, which is what caused me to look up the time zones. I don’t have an average day, London is eight hours ahead of us, Hawaii is two hours behind, Oslo, Norway is fifteen hours ahead

and so on and in Hong Kong and Bangkok, it's been tomorrow for quite some time today. A lot of it is customer driven. But in result, here's what I do. I sell. I sell my material: books, CDs, DVDs, etc. And your listeners can go to www.bfg3.com and look through the material that we offer, comes with an unconditional, lifetime money back guarantee and its the best there is in the business, I've spent a lot of years making sure that it is. So I sell my material. Then I sell my services, as we've been discussing: coaching and consulting, etc. Then I sell for my clients on a fee-based or commission-basis, either difficult clients or testing new concepts, whether we're selling land in Arizona or hearing aids in Oregon or home improvement up and down the east coast and in Texas, Louisiana, lots of different places. Then I'll phone people to test my material and get a commission on what I sell, or I have a financial interest sometimes in what I sell. Then I do writing projects: I write sales letters, the thing that goes on top of all that literature but the literature doesn't mean anything if there's not a sales person there and in this case, the sales person is a sales letter. I write sales script. So as we were talking about earlier, when someone goes into call on somebody, they should have an idea of what they're going to say. Hal Holbrook does Mark Twain. He's memorized eight hours of Mark Twain material, verbatim. His show runs two hours. So what he does is he uses one standard story every time to test the temperature of the audience. I use, "let's get this Ben Gay thing out of the way", and if they roar- I'm in. If there's mild chuckling, then I've got some work to do. But you start there and you work your way through, using what Hal Holbrook, based on the reactions of that first story, reaches into his catalog of the other eight hours of the material and starts pulling stuff out. He claims he's never given the exact same performance two times ever, because he has so much material and pulls it out in different order, different situations and so on. Then I do sales and marketing materials. Spiffing up the catalog- I'm not a designer, but most people already have their clumsy attempt at a catalog, or whatever and I work on that with them and then make sure there's a sales letter on top of it. I do ghost writing. I've written twelve books under my name and I'm thinking twelve or more book for people under other people's names, only been caught once by one person. He recognized my writing style, so I had to drop some of the little characteristics I use when I'm writing for myself. In my introduction, it says "it's been said, if you're in professional selling, you have at least one Ben Gay book in your library, whether you know it or not". And then I do telephone and video monitoring of sales meetings and teleconferences,. For instance on the east coast, I have a dear friend and client where I'm linked into all his sales meeting rooms

by video and I sit here, usually in my bathrobe because its 6 o'clock in the morning when he starts my time, 9 his time, and all of his east coast offices and I watch what's going on. And I give aid and comfort and guidance to his sales managers in the 10 different offices. Show them what they did right, show them what they did wrong and give them lots of positive reinforcement when they do something right and I sort of serve the purpose of being a conscience. Soon as they learned that little camera in the corner had Ben Gay behind it watching, the meeting shapes up. And then of course I do coaching and consulting, as we've discussed. And I probably missed some things that I do, but again I'm customer driven. If I don't know how to do it and you want it done, you call me, I have a magic rolodex on my desk; not on my computer, one of those old fashioned rolodexes. Its four units wide now. I tell people, you call me with any question you have and I either know the answer or within two phone calls, I'll have the answer for you because I know the guy who outta know and if I'm wrong in guessing that, he knows that number. Or she knows that number. So I'm a resource there and I'm generous in working with people. The smarter ones, when I send them business, give me a referral fee but I never ask for it. On the other hand, if I don't get it, I might look at my rolodex a little differently next time. So I'm a kind and generous guy, however, this is a business, not a charity.

Michael: For more exclusive interviews on business, marketing advertising and copyrighting, go to Michael Senoff's www.HardToFindSeminars.com . What do you enjoy most about what you do?

Ben: Speaking. Michael Jackson said years ago that he wished, I'm not quite as deranged as he was, he wished that when the show was over, the spotlight would come down to a little pin light on the stage and he would shrink with it and he would virtually disappear on the stage and he would stay there until the spotlight came back on again and he would grow back into the expanding spotlight and be Michael Jackson the performer again. Of all the things I do, there is nothing I like better- and people find it weird- they're about to be introduced or whatever, and I'm in the back- "let me in, coach. Let me in coach, read the introduction faster, let me at them". Because I'm good at what I do and share a lot of valuable information. I have literally saved thousands of careers from the stage over the years. And a few lives, I was later told, of people who were at their wits end and their ropes end and one gentleman came to a seminar I did in San Francisco said, "on the way over here, I decided I would listen to you and gain what you had to give me and if it

wasn't enough, on the way back, I was going to jump off the bridge". And he was telling me that as the President of a very successful company, years after it happened.

Michael: What are your feelings about doing contingency consulting work? A consultant may approach someone and the business owner says, ya- we'd love to have you. Why don't we work a deal, we work for me and perform your magic and I'll pay you a percentage of the growth you get me? Any feedback on that type of arrangement?

Ben: I hope I'm not going against things you each people because you're a genius at what you do and I'm always reluctant to conflict with someone, but if they want to do that above and beyond my \$200 an hour, I'd love to do that and we're open to things, but I don't work on the come anymore. I don't work for stock after they go public, if I had all the companies I did that for in the early days had gone public and survived, I'd be a billionaire. So I'm no thank you very much, but I want to get paid guy. And if that means I lose some on the back end, so what? Now I have friends, one of whom you and I both know, David Garfinkel, who charges, I shouldn't quote his rates but I remember one figure that stuck in my mind, was \$25,000 for a letter and 5% of sales. Well the \$25,000 per letter, I got that. And 5% of sales is a bonus, but I wouldn't do it for 10% of sales or 20% of sales and no front end money at all. Ever.

Michael: So this probably answers the question I had written down, how do you make sure you get paid? You make sure you get paid before you give the goods.

Ben: Right. They pay a small retainer in advance, if it's a big project, the retainer is not the \$450 because I'm going to go through that in the first day and they know it and I know it, so we work out a retainer that makes them feel comfortable. Recently, it was \$8000 but I'm still charging them \$200 an hour, I just know what I was going to spend on even the first few things I was going to do for them. So we agreed on \$8,000. He felt comfortable and I felt comfortable and we're off and running. But his credit card is on file. So I get paid up front, it's just like giving a seminar, Michael, I still operate off of a calendar. It looks like a hymnal from some company, I get it from every year. If you and I talk about a seminar, I will write it in pencil on the appropriate date. For \$500, I write it in pen and the \$500 is non-refundable but it is transferable if something comes up. Then before I get there, technically the rest is due 30 days before the event, but I'm an easy going guy so sometimes if they're having trouble on their end and they admit it and they're open with me, 50% total 30 days before the event and then the rest of it before I

get on the plane. And I've cut that so close that one time on the way to east coast, I said alright- ill drive to the airport but I'm stopping by Fedex. If the checks not there, I'm going back home. And we stopped and it was there. Cashier's check for the remaining balance and I already had the plane tickets so went got on the plane and had a big, successful day. I was the first speaker to my knowledge of the country, back when Zig and I and Earl Nightingale and everybody- Earl was already established, Zig and I sort of started together. But they used to spend half their time, as did I , chasing the Program Chairman around, trying to get the check, which is humiliating, affects your attitude, especially if you haven't gone on yet and the Program Chairman always had an excuse and so on and well, don't worry, we'll mail it to you, I forgot to bring it. So I just removed that from my life by pay in advance. And everybody when I first did it, said- you're crazy. Nobody will ever do that. Now all speakers with a brain do it. And most consultants protect themselves on the back side. I don't have, with the exception of maybe two people, and their names don't even come to mind, but I think I have two folders where they owe me a little money but they hit a financial rough spot, they told me they did. They paid the previous month, but that last month had some unpaid stuff in it. But they will come around. I've discovered you meet people on the way up and you meet them on the way down. Me and them, we all go different ways on the ladder at different times and I don't burn any bridges. I'm a very forgiving person, but I don't forget. If you screw me, we may do business in the future, but we'll do it under a little tighter terms and while you're talking to me, I'll have to remember "oh he lies". I have a friend- well, an acquaintance, but I treat him like a friend, and they joke about him as the old joke, how can you tell when he's lying? His lips are moving. So, you work with somebody like that differently, if at all. But I've sort of taken forever and never out of my vocabulary, but I make sure I get paid.

Michael: Can you give the listeners the URL of your website again and I think we discussed maybe you'd have a little special incentive, or special offer for our HMA consultants?

Ben: If you go to www.bfg3.com, soon as you get there, a little drop box will come down. Be sure to fill it out. Name and address, I don't need your physical address. We don't mail much anymore, except for products that you bought. So just fill that in and you'll get free no-involvement, no cost, no obligation copies of the newsletter from time to time. You don't get a full subscription, but when I see something that outta go to everybody, you'll get those and some

various things, all for free and just so we can sort of stay in touch. So fill that drop box in no matter what you do. Then click on Products, they might click on Coaching too because it'll explain more of what we've been talking about today. But click on Products, and you can get anything you want. You can buy any individual thing you want out of the Closer series, but what I recommend you do is you get the Closers Executive Package. The professional level Executive Package, I'm quoting from memory, I don't have a price sheet in front of me. If purchased separately, everything in that package comes to \$1700 or \$1800. You get it for just \$595, that's close to a 70% discount, as best I recall. And then what you and I were talking about the other day, it all comes with the unconditional, lifetime, no questions asked, money back guarantee. But you'll never send it back, we haven't had a return in five years, I don't think. So you get all that along with sort of a lesson plan. I'll tell you how to go through it. And then what you and I were talking about the other day, its already deeply discounted, but if I know they're from you, down in the Comments section, on their order if they place it, tell them to say, Hard To Find Seminars or Michael Senoff, give me a clue that it's from you and we will also include in the box a free copy of Sales Closing Power, that's the book I wrote for Doug Edwards from his seminar material; I'm not saying I created it out of thin air, after he died. His family asked me to do the book, so I did. Its been out of print for about 30 years, we literally found a supply that was in the wrong place in the warehouse for 30 years, so they're brand new books but they were done 25 or 30 years ago and they're selling on Ebay for up to \$300. We sell it, if you just want to buy it, for \$35. I'll put it in the package for free. And then I also alluded to WAYMISH, (Why Are You Making It So Hard) for me to give you my money? I have a small section in there but the whole book is great, it gives wonderful examples, especially for people in the consulting business of horrible service, great service, big companies, little companies, places you've never heard of. There are two examples that I put in there, one of them extremely good- Rite Aid with one person they have and one extremely bad with McDonald's, and in both cases I give the store numbers and in one case, the employee's name, (the good one) and in the other case, their title, Manager at McDonald's. And why I will do business forever with one and never with the other one and how that applies to businesses everywhere. How one person can make or break your business. My client in Atlanta used to tell me, "I have 300 people working for me between office and salespeople out in the field" and I said, "no you have one." He said, what do you mean I have one?" I said, "you have the one person that's talking to your client. That's the only person they

know from your company, that's how they'll learn everything they'll ever know about your company, etc. and that's where we gotta get our training down to every single person understands they're on the team. I don't care what part of the business they work in, they're a sales person, they're fronting the company force and WAYMISH is filled with, I've never counted them, but I'm guessing hundreds of examples, both good and with that. And I'll put that in the package for free too.

Michael: That's a generous offer and I'd recommend any of the consultants listening to this, or any one listening to this interview with Ben Gay III should jump on that offer especially with the lifetime money back guarantee. We're about out of time; I want you to do part with some heartfelt advice for that new, green, young person who is considering getting into the marketing consulting and coaching business. What last parting words of advice would you give to them?

Ben: A- Do it. If you do what you're supposed to do and do what Michael tells you, it will be extremely rewarding, fulfilling, enables you to pick your own hours and your own lifestyle and in time, go where you want to go, when you want to do it and in style if you choose to do it that way. I wholeheartedly encourage you do to it, follow the training material that you receive from Michael and don't second guess him, don't reinvent the wheel, do it. And then I'd go back to my old buddy Earl Nightingale and quote from The Strangest Secret, roughly, I don't claim to have memorized the whole thing after all these years. But set a goal, a specific, measureable, attainable goal, if you want to make a million dollars in the next twelve months, that's \$2739 a day, \$2800 is what I've rounded it off to keep it straight. So you have a goal right in front of you all the time. It's not for the year and you get to June and you're not going to make it and so you lose heart the other half of the year. Every single day, have a specific goal of what you want to accomplish and make and the next day when you get up, no matter what you did the day before, good bad or indifferent, set that same goal again, it'll all average out and go to work. And as Nightingale said, do your work. Not just your work, but a little more for the lavishing sake. That little more that's worth all the rest.

Michael: Ben, its been a pleasure and for anyone listening to this interview whose enjoyed this, I have two additional interviews that I've done with ben and all you would have to do to find those is go to Google and type in "Ben Gay III interview" and it should come up on top and its located at Hard To Find Seminars and this will give you a

much more in-depth history, fascinating story on Ben's career. So I thank everyone for listening and again- Ben, I thank you again for your time. It's been a pleasure and I'm looking forward to getting my version of that book, you got it in the mail to me?

Ben: It's in the mail.

Michael: I can't wait and I appreciate it.

Ben: I'll tell you the inscription- it says "Michael, make Doug proud of you. I already am".

Michael: Oh I appreciate that, I love it. Well thank you very much again, Ben, for your time and I will send you the final edited version with the description and you're more than welcome to share it with whoever you want. Thanks again.

Ben: Thank you Michael.

Michael: Alright, bye bye.

Ben: Bye.

For more interviews like this, go to www.HardToFindSeminars.com .