

# HMA

**HIDDEN MARKETING ASSETS**

# University

INTERVIEW SERIES

**How High To Raise The Price  
Of Your Product Or Service  
Without Losing the Shirt Off Your Back**

*Michael Senoff Interviews Product Pricing Expert*

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

Dear Student,

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

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

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

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

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

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

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

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

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

Now, let's get going.

Michael Senoff

*Michael Senoff*

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

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## How High To Raise The Price Of Your Product Or Service Without Losing the Shirt Off Your Back.

The price of your product or service is one of the most important decisions you'll make for your business and unfortunately most people act like sheep when pricing their product. They instinctively look and copy what their competition is doing. In this interview, you'll learn why this is the worst thing you can do when determining price. You're going to hear from Larry, a strategic pricing expert. Larry specializes in sales and marketing training with a primary focus on selling at prices higher than your competitors and maintaining profitable margins for your company.

Larry is a Ph.D. and former professor who has become famous for his work in getting profitable results in business. His specialty is in the areas of how to successfully raise prices and maintain high profit margins. Larry has educated hundreds of thousands of businesspeople both public and private seminars and is considered one of the nation's foremost authorities in getting top dollar for one's products and services.

In this interview you'll learn.. How to stop racing your competitors to bankruptcy court and start selling at prices that actually earn you a profit. Why business is a game of margins, not volume. Why competing on price might be a surefire way to run your business into the ground. Why your problem isn't your competition; it's your thinking. The truth about why people buy, only one of which is price. You'll also learn other proven strategies for selling based on value rather than price, how to price products or services correctly in the first place, how to withstand pressure to cut prices. This interview is 58 minutes.

Larry: Price buyers are the most expensive customers you sell to. They take all your sales time. They do all the complaining. They forget to pay you. They tell everybody else how little they pay you. They drive off your good customers.

Michael: Hi, this is Michael Senoff with Michael Senoff's [www.hardtofindseminars.com](http://www.hardtofindseminars.com). Get ready. Here's another one-hour audio interview with the Pricing Expert. The price of your product or service is one of the most important decisions you'll make for your business and unfortunately most people just like you act like sheep when pricing their product. They instinctively look and copy what their competition is doing. In this interview you'll learn why this method is absolutely the worst thing you could do when determining price for your product or service. You're going to hear from Larry, a strategic pricing expert. Larry specializes in sales and marketing training with a primary focus on selling at prices higher than your competition and maintaining profitable margins for your company.

Larry is a PhD and a former professor who has become famous for his work in getting profitable results in business. His specialty is in the area of how to successfully raise prices and maintain high profit margins. Larry has educated hundreds of thousands of businesses, both in public and in private seminars and is considered one of the nation's foremost authorities in getting top dollar for whatever you're selling. In this interview, you'll learn how to stop racing your competitors to bankruptcy court and start selling at prices that are actually earning you a profit. You'll learn why business is a game of margins, not volume. Why competing on price might be a sure fire way to run your business into the ground. Why your problem isn't your competition, it's your thinking. And you'll learn the truth about why people buy. Only one reason is based on price. You'll also learn other proven strategies for selling based on value rather than price. You'll learn how to price products and services correctly in the first place and how to withstand pressure to cut prices.

This interview is 58 minutes. It's something you want to listen to several times. We've got a lot to cover and I know you're going to enjoy it, so let's get going.

Michael: Any idiot can give stuff away by cutting the other guy's price. Selling occurs when your prices are higher, but you are still able to close the deal. If you want to give stuff away, get a job at the Welfare Department. If you want to learn how to sell at high prices, learn some of your material given at your seminars. It's about making money by selling. Is that what selling at higher prices is?

Larry: Well, it is in my opinion. The interesting thing about the concept of selling at high prices, just about any sales rep you talk to thinks they sell at high prices, but very few of them do. Somebody

has the highest price in the country, but most salespeople really feel that their prices are higher than anyone else's, which leads to another kind of conundrum for sales managers, if you will. Most pressure and most companies cut price comes from the sales force, not from the customer. And if you don't believe that, let me state it a little differently. Virtually all resistance to rise in price comes from the sales force. Sales reps start complaining about a price increase before they even talk to a customer about it. So, people think they're selling at high prices, but they really, for the most part, don't like to. Now, I shouldn't say maybe even the most-many salespeople feel their prices are a whole lot higher than their competitors when indeed they are not and they spend all their time beating up the boss trying to get the boss to let them cut the customer a deal. Good salespeople do sell at prices that are higher than their competitors and they are oblivious to their competition, but their competitor's lower prices certainly don't handicap them getting a sale.

Michael: If price were the only reason anybody bought anything, we wouldn't need salespeople. What do you mean by that?

Larry: Well, it's true. Just think it through logically. If price were the only reason anybody bought anything, only one seller would sell all there is that's sold, whatever that stuff is, and that's whoever could survive the longest at the lowest price until everybody else went broke. And that doesn't happen. And then, of course, the second thing, if price were the only reason anybody bought anything, we don't need sales rep. In today's electronic world, we can handle all sales transactions electronically and I'm not really even talking about using a computer. I'm talking a fax machine. A computer can answer a phone. A fax machine--here comes an order if price were the only condition. And what I'm driving at there really is this. I mean this is for the mentality of the salesperson. The salespeople hear customers say things to them like price is the only thing we look at. Price is the only condition. It's got to be the lowest price. Well, if that was true, how could anybody sell anything at a premium price and yet we see things being sold all the time at premium prices. And you don't have to look very far for any examples.

But the basic thing is that buyers make good liars. They are incredibly good at telling other people--that is salespeople--that they can get the same thing down the street for less money and they're not telling the truth. And we can talk a little later about how

you can tell when somebody is lying other than their lips are moving, which is almost a certain indicator. But there's really some answers to that in terms of how can you tell when someone is lying about having a sweeter deal. But fundamentally what they're trying to do is beat up the sales rep to get them to cut their own price. And price-cutting is a self-inflicted wound. Price-cutting is something the salesperson, the selling company organization does to itself. Competition does not cut your price. If you think your competitor is the one who is cutting your price or your competitor is the one who keeps you from raising price, why don't you just call up your competitor and ask them if it's all right with them if you raise your price. And I've got a funny felling they'll say go for it. So much of this game is salespeople just--I don't know, maybe they just don't want to work very hard at selling.

Michael: Do you think a lack of marketing and a lack of marketing understanding with most businesses out there only give businesses one option to sell and that's to sell on price because they don't know how to sell on anything else?

Larry: Sure. The easiest thing they can do is cut the price. But again, what you will find out...and this is predicated in tons of research that I've done and numerous other people...most businesses go broke in the United States. Let me give you some statistics. Sixteen out of 17 businesses that start in the US failed, most in the first couple of years of their existence. Average life expectation, all business in the United States, just at seven and a half years. In fact, one of the lines I use in another program...if your business in not eight years old the odds are it never will be. And that's a mathematical certainty. It's just as true if I say if your body is not 80 years old the odds are it never will be. Average life expectation for people in our society is not 80 years. For the ladies it's more like 79. For men it's more like 74/75. But statistically we'll all be boxed up and buried before we're 80 years old. And statistically a business is dead and gone before it's eight.

Now, you've got to analyze why do businesses go broke and they either do go broke or they just go out of business because they're not making any money. I mean when's the last time you heard somebody go out of business because they were making money like a bandit that they just couldn't hide all of the money they were making? When businesses quit, it's because it isn't any fun and it isn't any fun because they're not making any money. Most businesses that do go broke go broke cutting price. There are three things that almost always herald the failure of a business and I'm

not talking small businesses. I'm talking large businesses. We'll get into that in a minute.

One thing is declining gross margin. Gross margin only goes down because your selling price is too low relative to your cost. The second condition is wages is a percentage of sales increasing. And the third condition, surprisingly, is sales volume increase.

Now, a lot of people say how can that be? Well, to put it simply, when a business gets into trouble, and let's talk about trouble in a business. Trouble comes when you can't pay your bills. When you can't pay your bills, you need some cash. Now, to get some cash, we've got to sell something. How to sell something, let's cut the price. And invariably they cut the price, but they didn't cut your cost because when you cut prices, you don't cut the cost, you just cut the selling price. Your costs are still there. So, your gross margin has gone down. Now, when you cut price, did you cut payroll? No. If you cut price 2%, 10%--pick a number--do you cut wages of everyone that works there 2% or 10%? No. So, wages as a percentage of sales go up and consequently you will probably sell a little more and have some sales volume increase, but your margin hasn't gone down, your wages percent of sales has gone up, your sales volume is going up and your company almost assuredly is going broke. When those three conditions prevail in a business for two years and whoever is running that business doesn't get it turned around in another two years, almost assuredly someone in the head-shed of that business will get to know a bankruptcy judge on a first name basis. And people can't believe that. They say well big businesses don't go broke. Yes, big businesses do go broke.

Tom Watson is the guy who built IBM. He wrote a book called, *A Business and Its Beliefs*. In fact, this quotation is the first two paragraphs out of his book and I love to quote it. It's why I always have it handy, but let me just read it.

"Of the top 25 industrial corporations in the United States in 1900, only two remain in that select company today. One retains its original identity. The other is a merger of seven corporations on that original list. Two of those 25 failed. Three others merged and dropped behind. The remaining 12 have continued in business, but each has fallen substantially in its standing. Figures like these help to remind us that corporations are expendable and that success at best is an impermanent achievement, which can always slip out of hand."



Now, he wrote that book back in, I think it was 1963. I forget the exact date of it, but anyway let me update it to today because he was talking of the 25 largest industrial corporations in the United States in 1900. So, let me just re-read the first sentence, but I'll update it to the year 2006.

"Of the to 25 industrial corporations in the United States in 1900, only one remains in that select company today."

I mean the likelihood of a business being successful for an extensively long period of time is not very likely. It's an impermanent achievement. Let me also rattle off--a lot of people don't believe this, they don't think big companies go broke. This is from the national bankruptcy statistics that are published by the bankruptcy courts. These are companies that have more than \$100 million in assets, meaning that their sales should be sizably bigger than that, up to like a quarter of a billion or more. Let me just read off a few that filed for bankruptcy in early 2000: Air Traffic, NRG Energy, Solutia, Teletext Corporation, Consec, Global Crossing, Adelphia Communications Corporation, Genuity, Inc., BioSystems, Consolidated Freightways, RoadHouse Grill, President Casinos, Archibald Candy Company, Florsheim Group, TransTexas Gas, Formica Corporation, Oakwood Homes, Global Star, Highlands Insurance, Farmland Industries, National Steel, Neenah Foundry, Magellan House Services, Congoleum, Eagle Food Centers, Cone Mills, and the list goes on and on and on.

People don't understand the failure rate of the world's largest transportation. Most people don't understand the world's largest retailer failed. And I might tease the audience into thinking about well now who was that. Well it was Campo. Wal-Mart is the largest now and they're in serious trouble when you really look at it. They're not nearly as profitable as they were and one of their big problems is pressure from their employees to unionize. In other words, pay us more money.

Michael: And that's their thing. They want to remain the low price leader, but their expenses are going up.

Larry: All right. Now, let me address that for you. History shows no long-term business successes that are discounters. And people's initial reaction to that is well what about Wal-Mart. Well, what about Wal-Mart? David Glass, President of Wal-Mart was the first employee at Wal-Mart. When Sam Walton started Wal-Mart, his childhood buddy, David Glass was his first employee and David

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Glass was with Sam Walton until his death. David Glass became President of Wal-Mart and in Fortune Magazine he's quoted as having said, and let me give you this quote. Recently he was looking at a list of the top ten discounters in 1962, which is the year K-mart, Wal-Mart, and Target started operating. Not one of the ten even exists today. Now notice, in the early 1960s, IBM was IBM and Wal-Mart was a gleam in Sam Walton's eye.

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Now, Wal-Mart is the biggest corporation in sales really in the United States. But put a little bit different spin on that. Discounting is not new. There were discounters in the early 60s. Who were the major discounters then: FedMart, W.T. Grant, White Front, Corvet, Mad Man Munch, Crazy Eddy? What happened to them? They went broke. Well, why did they go broke? Price is too high, I guess. Hey, if selling at low price is a sure success for a company, companies could not go broke selling at low prices, yet historically they always do. So, who are you kidding when you think well I'm going to cut price and make it up in volume, which leads me, I might add, to what I consider the oldest joke in selling. It's the one about the guy that's buying watermelons at \$1 each and selling them for \$10 a dozen. The punch line is we need a bigger truck.

While doing my research, I ran across a book written by a name, Paul Nathan. He published a book called, How To Make Money in the Printing Business and the copyright date, 1900 even, and on page 114 in that book he told that same joke. It was about the old apple woman who was selling apples at a cent each and buying them at 12-cents a dozen. And the punch line again was well how can you make any money with that and her response is by doing a very large volume. Well, it's impossible to sell below cost and make it up in volume. And everybody giggles and laughs about that like they're so all-knowing about it, but most people don't understand enough about finance and accounting of a corporation or sole proprietorship to really appreciate the meaning of that and then they go broke. And then they wonder what happened. And they want to blame it on somebody else. The devil made me do it. It's a self-inflicted wound. That's your price.

Michael: So, all these companies that have gone bankrupt, do you think by raising prices and how much would they have to raise their prices to still be in existence today?

Larry: Pure and simple. Business is a game of margins and it is not a game of volume. If you maintain margins, you're going to be profitable. Now, the higher your selling price versus the cost, the more money you're going to make on any given sale. And this notion of making it up in volume is what will make less money on each sale, but will sell a lot of it. But keep this in mind. The word volume means more work in the same period of time. If you're going to cut price and make it up in volume, then you have just decided that you're going to have to sell one heck of a lot more product in the same period of time because if you string out the time period, then you're just making less money in any given time period because you've lowered your margins.

Michael: And haven't you increased your expenses because it takes more people to do all of the fulfillment?

Larry: Sure. And this is where that kicker of wage is a percentage of sales come in because when you cut your prices, you probably start selling more and then what happens. Well then, customers start getting unhappy. They don't get any service. They don't get attended to. They don't get waited on, whatever it is. And as a consequence, everybody's yelling and screaming we need more help. You hire more people, so your wage's percent of sale goes up even higher and it's like pinchers that just come together, squeezing that margin between the selling price and the cost and pretty soon the profitability is gone. I mean the statistics are there. You can't argue with the statistics. Anybody that thinks differently should get a copy of the Robert Morris Associates Annual Statement studies. I actually think their website is [www.rmahq.org](http://www.rmahq.org). I think that's their website. It stands for Robert Morris Associates headquarters, is the way I keep that straight in my head. That's an organization that's put together by bankers for bankers to study margins and operating ratios of business. And I subscribed to it and every year I looked at the same numbers over and over again and you can just see where the disasters are brewing and it's there.

Michael: Can you give me some case studies of maybe some companies you've worked with that were about to go under and they implemented your pricing strategies and what that did for them? Any one or two that really stick out in your mind, anything.

Larry: There are a lot of stories. If we're talking about wages as a percentage of sales, one of the most notable examples was the air traffic controller strike in, what was it, the late 1980s. Ronald Regan fired all the air traffic controllers and when he put them back to

work, they put less than half of them back to work. Well, a similar story, I had a client in Minneapolis and he was a take-over specialist, if you will. And he took over a company. It was losing money. And he did every trick he knew to do to turn it around and he just couldn't get around profitable and said everyday I'd go in-- and it was manufacturing operation. He said everybody is working or at least looks like they're working. Of course, when the boss is around, everybody looks like they're working or just coming off break and get busy. But he said he wasn't sure what anybody was doing, what really needed to be done, or what didn't. So, he pulled what I call a parking lot trick. He said all right I want everybody out in the parking lot and people said well the phone is ringing, the machines are running. I don't care. Let the phone ring. Just shut the machine off. And he had something like 200 employees or so and he takes them all out in the parking lot and got up in front of them and said you're all fired. He says I don't know who's doing what and needs to be done, but we've got to do something. Now, the phone is ringing. We do have product to try to get out the door, so I'm going to start hiring people back as I need them and when I call you if you want to come back to work that's fine. If you don't, that's fine, too. If you're so mad at me you don't want to come back, fine. But he says right now I'm terminating everybody. Nothing personal. I'm going to start calling back people when I've got something for you to do. Well, the first day he hired back 30-40 people and the next day he hired back 20 or 30, maybe more. The next day, how many, and I forget what the numbers were, but the upshot of it was he turned the company around, made it profitable in the first month of hiring back less than half the people that were working there. I've got all kinds of stories like that.

Now, relative to raising prices, similar kinds of stories. I've had people tell me that they doubled their prices, tripled their prices, and nobody says anything. In fact, one time...this was a public seminar I was doing in Denver maybe five years ago I guess. I had a guy and he was there representing his company and I was talking about when you raise prices, you don't necessarily lose customers. He said we had a customer, he said, that was the worst customer I ever had. He took all our sales time, did all the complaining, would forget to pay us, tell everybody else how little he paid, drive off our good customers, wouldn't buy from us, our prices were the lowest in town. He says just all the aggravating pricing buying type tricks that you've ever seen. And he said one day we just decided we had had it with him and he said we were afraid to refuse to sell to him for legal reasons, but we just decided okay we're just going to triple our prices to him. And I said well and

what happened. He said he kept on buying. And I said well what are you going to do now? And he says well I'm thinking about raising the prices again. He says when we tripled the price he told us that was it and the next day he sends us another order. He says that tells us something. Our prices were a third the price that it should have been.

And I had executive councils for years and most of the people that attended them, this was just a group of presidents and owners of companies and we'd get together and there are a lot of groups like that. And one of the things I always advocated and we always talked about was can you get away with a higher price. And a lot of that is just screwing up your courage and asking the higher price. The basic trick to selling at premium prices--this is the first inviolate rule of selling at a premium price--the customer has to believe that you believe that you're going to get that price. If you don't believe you're going to get that price, the customer is not going to pay that price. We discovered that years ago. I mean back, I don't know 25 years ago. I was working with the Jeweler's Association of the US and they got to talking about why is it that a very small percentage of the retail jewelers sell almost all the really high priced jewelry sold in the United States. And that was an interesting question. And if you're looking at the price of jewelry, well first off, jewelry essentially is functionless. Jewelry doesn't do anything, but fundamentally look pretty. You can have a watch or a pin or a tie-tack or a cuff link or a hairpin or a scarf clip or something like that and it holds something together, but there isn't much other function to jewelry and they get some outrageously high price, I mean up in the millions of dollar for them. And you've got to raise the question, how is it and why is it that it's always the same jewelers and their people, their employees who could sell the high priced stuff because most jewelry stores don't sell very high priced stuff. But most people who work there think they do. I'll bet you I can find you another one real close by that's got higher prices than you do. I've spent too much time on it.

So, we started analyzing and studying the people who seem to have this knack and the first thing we discovered was this inviolate rule that the customer has to believe that you believe that you're going to get that price.

The second inviolate rule is these people who sell at premium prices do not feel their prices are high. They know that their prices are higher than their competitors' prices, but they don't feel that their prices are high. Just because you're twice as high or three

times as high or ten times as high priced as your competition does not mean that you're not giving the customer good value and that your price isn't worth it. It's just that your price is a bigger number than the other guy's price. It doesn't mean that your price is too high. So, that's the second inviolate rule. They don't think or feel that their prices are high.

And the third inviolate rule is they don't think their customer is stupid for paying that kind of money. I mean one of the things I do in public seminars that I have a lot of fun with, I've clipped all kinds of catalogs for high-priced items and one thing I like to talk about is high-price pen and pencil sets. I mean let's start with the basics. You can go into a hotel or motel or an office building and mooch a pen or pencil off of somebody if you want something to write with. You don't have to pay hardly any money for some kind of a writing instrument. So, how can they sell a Montblanc pen say for \$400 and people buy those pens and people sell those pens. And most people think well yeah that is pretty high priced. Waterman or any of the other designer pens, if you will. But then I start pulling out my clipping of pens for sale. I've got a tear sheet from a Montblanc catalog that has a pen for \$2,100 and everybody goes oh my, that really is high. Oh, no, no, no. Then I pull out the one pen set for sale for \$30,000 and oh isn't that terrible. Well, oh no, no, no. Let's get serious here. Then I pull out one for a half million dollar fountain pen. Well, who'd pay a half million dollars for a fountain pen, a flaming idiot? No. Bad answer. I'll tell you who'll pay a half million dollars for a fountain pen. Somebody that's got a spare half million lying around, they don't mind spending on a fountain pen to give somebody as a gift. The same way as many bosses and companies spend \$100, \$150, \$200 on a Montblanc pen to give as a gift. The same as the husband or wife or whoever would give to a friend. The point is you can sell things at extremely high prices that you can get essentially for free if you wanted to. Now, would they be the same? No.

Michael: What are some examples of everyday items that people can relate to that they're paying high prices so that they can understand that they're already paying higher prices for items that they could get for a lot less?

Larry: I don't know. You might start with gasoline. Everybody's mad about the oil companies. I'm old enough to remember when you wanted lead in your gas you had to pay extra. Then when everybody decided they didn't want lead in their gas, then you had to pay extra. It's absurd the things that people will do. To me the classic one, everybody yelling and screaming about how much

gasoline costs and never do look at what that bottle of water they've got carrying around with them cost them. It's far more expensive than gasoline. It puts real meaning in this statement, Evian is naïve spelled backwards. You can get great water almost any place in the US and it's good water and what have you, but people go out and pay far more for water, \$1.50, for 12 ounces, 16 ounces of water. By golly, you covert that into gallons and see what you're paying and then compare that to gasoline and people can't get enough of that stuff. Again, you don't have to look far.

Michael: Let's say I'm company and I'm selling at pretty low prices currently and I'm having a hard time. I'm surviving, but I'm right on the edge and I take your advice and I double my prices for my items even if some of the products maybe commodity type products. What can I expect to see happen?

Larry: Well, you might see your sales go up. You've got one of three things going to happen. Your sales go up, sales will stay the same, or your sales will go down. And every one of these optimistic sales reps will immediately think their sales will go down. Your sales won't necessarily go down. If you raise your price, what you might find out is your competition will raise their price, too. Come to find out you're the dummy was out there charging too low a price. And normally that's what happens and your sales volume will not only stay the same or go up, you will find your profitability will immensely increase. But most people don't have guts enough to try that. They're so terrified of losing sales and the first thing they think, if we raise prices, we'll lose all our sales. You're not going to lose all your sales. If you're going to lose all your sales, how's anybody gotten away with price increase in the past hundred years. You're not going to lose all your sales. What you've got to do is have courage enough to raise your price and be convinced that you're going to get it. The way you handle your price will largely determine the probability that you'll get that price. If you go at it with well I don't guess you'd want to pay this much, you know what, you're right. They don't want to pay that much.

Michael: Can you give me some techniques to use with price buyers?

Larry: Sure. What do you say to a customer when he or she says your prices are too high? Well, I'll tell you what most salespeople do, which is bad and then we'll get to the good. So, keep me honest on this if we drift off.

The bad thing: the customer says your prices are too high. Invariably the salesperson cracks and what I mean by crack is when the salesperson tells the customer that they're willing to negotiate or make some kind of a price concession. So, the customer says your prices are too high and the salesperson says well you know I want to work with you. Well, now what does that say to the customer? You've just told the customer I realize you don't want to pay that and I really want to get the sales to come back at me, what will it take to get your business. What do I need to do to get the business? Tell me where I need to be.

We've studied actual sales presentations and I tape-recorded them, really the hidden microphone type things and I analyzed them. I did it for years. And what we find is that most salespeople when brought under pressure by a customer to cut them a deal or make some kind of concession cracked and signaled the customer that they're willing to negotiate the price. And cracking is you know I want to work with you...let me talk to the boss...see what I can do for you...let me sharpen my pencil on this deal...tell me where I need to be; those kinds of things. Those are stupid responses because you've just told the customer okay I'm willing to cut my price.

Michael: What should you do instead?

Larry: Flip-flop. What should you do? The customer says your prices are too high, you have to be capable of acknowledging the fact that your prices are higher and that you full expect to get the sale notwithstanding. Now, I not so eloquently refer to that as hanging in there baby, and there are several things and let me enumerate them that rather than crack, the sales rep should do to the customer. One technique is what I call the "so" technique. The customer says you're 10% higher than your competition. Your response to that is so, and then you shut up. And I mean you shut up. You don't say anything. And the reason you use that technique is because the customer will come back with so what makes you think I'd pay that kind of money. Well, I'm glad you asked. Let me tell you why we get a 10% premium. I'm glad you brought that up. You see, most salespeople will tell me I try to tell the customer we have a better service, better product, we give better turnaround time, this, that, and the other stuff, but they don't listen. All they want to talk about is price, price, price. Well, do you want to know how to get the customer to listen to you talk about your better quality service delivery? Use the "so" technique because I guarantee you if they say your prices are 10% too high and you response with "so" and you shut up, they will come back with so what makes you think I'd pay you that kind of money. Now, a lot of people say you can't say that. That's confrontational. No, that's not confrontational. I'll tell you what's confrontational. Dang right we're 10% higher

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than anybody else and I'm not going to do anything about it and what are you going to do about that. And don't forget that sniffing part. That's very important. See, that's confrontational.

Michael: And that hurts your chances right there.

Larry: Yeah, sure. So, what you say is "so," and if it were in writing three dots in printing is called ellipses, you don't need to remember that, but it means so shut up. The point is that you say so and those are the people who can't imagine saying so to a customer. Remember, what you're doing is acknowledging the correctness. They have accurately statement or at least think they've accurately stated that you're 10% higher than your competition and let's say that's fact. And you say, so. And the implication of the so is that's right and I'm not going to do anything about it. But you didn't say that. You just said so and you waited until they came back a knee jerk reaction.

Now, if you don't want to say so, any grunt will do it. How about "and" as in you're 10% higher anybody else. And? What makes you think I'd pay you that kind of money? Well, I'm glad you asked. Let me explain to you about our better quality, our better services.

Let me give you a bunch of other good ones. Yeah? Well, what makes you think I'd pay that kind of money? Uh...huh... Well, what makes you think I'd pay that kind of money? You bet. Yes sir. No doubt about it. Absolutely. Wouldn't have it any other way. Usually are. Really? I mean there are a zillion grunts of noise and you make that essentially one-word grunt response of acknowledgement and then you shut up and let them come back and say well what makes you think I'd pay that kind of money. Well, I'm glad you...that is a demand by the customer of you for a sales representation. That's one technique.

The second technique is what we call the "why not" technique. Customer says I'm not paying that kind of money. That's the stiff-arm technique and incidentally, they teach buyers to do that. I'm not paying that kind of money. A good sales rep will just say why not. And the customer is going to say why not. I'm going to tell you why not because your prices are too high. Unless you guys can get your prices down, we're not going to do any business. Well, now what the customer has done then is gone into the subjunctive mode of talk and as a consequence, he's telling you he's lying about having the better deal. One of the sure fire indicators of people lying about having a sweeter deal down the street is they will use the subjunctive mode of talking to insist on that. I mentioned this to you earlier when we were talking.

There are three ways to tell when a customer is lying. Number one, where is he looking? The customer has a very difficult time looking you in the eye when they're telling you a falsehood about having a sweeter deal down the street.

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They'll tend to look at your hand or if you're sitting across the desk from them they'll look down on their desk or they'll look to the ground of what have you. And that's not all that strong of an indicator that they're lying, but it's pretty good.

The second technique is they'll get personal and use opinion verbs. What I mean by that is the customer rather than say I can get the same thing and you say no. Let me tell you about the difference. Ours is higher quality. Ours is faster, longer, stronger, whatever it happens to be. They'll say well as far as I'm concerned, they're the same or I consider them the same or I view them the same. And invariably they make it personal. There are two things that customers do to beat up sales reps on price. One is intimidation and the other is denigration. Intimidation they try to intimidate the salesperson into thinking they're just getting ready to go buy from the competition. They try to scare or frighten the salesperson. The second thing they do is denigrate. They try to put down the value, the relative perceived value of what it is the salesman is trying to sell by saying well I can get the same thing down the street and the sales rep says well no ours is different, faster, longer, stronger. Yeah, well I consider them the sale. Now, what have they said? They've made it personal. I and then consider or I view them the same or I perceive them the same. They always use the opinion verb. They don't use the factual verb. The customer switches to making it personal and using opinions because you can't argue with their opinion without calling them a liar or that they're stupid. And salespeople are afraid to do that.

And the third thing, they'll use a subjunctive mode of talking and that is virtually infallible. When a customer goes to the subjunctive mode of talking and the way you identify the subjunctive mode of talking, customers will use the word "if," "unless," or the combination of two words "either/or." Let me say all three of them. If you don't cut your price, we're not doing any business. Unless you cut your price, we're not doing any business. Either you cut your price or we're not doing any business. All three of those statements say I don't have a sweeter deal. I'm just trying to beat you up. I'm trying to see if you're strong enough to hang in there on your higher price. And you've got to understand the cycle dynamics of that relationship with your customer.

The "why not" technique, customer says I'm not paying that kind of money. Why not? Why not? Because your price is too high. Unless you get competitive, we can't do any business. That's the second oldest joke in selling. That's the one about the guy saying, look, I can get the same thing down the street for less money. Well, I'm sorry, sir, I can't let you have it at that price. I guess you'll just have to go down there and get it. Well, I would, but I can't. Well, why can't you? Well, they're out of it right now. Oh my. You come back when I'm out. Mine are free. I'll give you a heck of a deal when I'm out. And what the customer is telling you is he can get a sweeter deal. Well, if he's got a sweeter deal down the street, why isn't he down there getting it? And the answer is, is because he can't get it or he doesn't want to get.

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Those first two sounded similar, so let me elaborate on that first can't get it. He can't get it because the competitor is out of it. The second can't get it; he can't get it because the competitor won't sell it to him even though he does have it in stock to deliver it at a lower price. Well, why won't the competitor sell it to him? Well, let me think of one common reason. The customer hasn't paid for the last stuff he bought down there. And let me put a little philosophical thought on that one. You're not going to get paid for it either, you may as well charge more and if you charge enough too much more for it, you might not get the order, then you won't have to fill it and not get paid for it, and that will really improve your profitability, you'd be surprised.

And the third one is the customer who says he can get it down the street for less and they have it down the street and they're willing to sell it to him down the street, the customer nevertheless does not want to go down the street to get it because your competitor is a crook or a jerk or very difficult to do business with or has no reliable service, or whatever. So, when customers constantly tell you that unless you're willing to cut them a deal, they're going to have to go down the street, why don't they just go down there and get it if they've got this sweeter deal stuck in their hip pocket like they claim. And the answer is because they can't get it, they can't get it, they don't want to get it and any sales rep that cuts his or her price under those conditions are flaming idiots.

Michael: If I raise my prices, how do I know that my higher price is actually to my advantage?

Larry: Well, what you'll probably find out--there are several things. Number one, your sales volume will probably go up. Number two; you'll lose the most expensive customers you've been selling to.

Michael: Have you found through your research that the low price buyers are the most expensive ones?

Larry: Let me tell you about a man. He's long dead now. His name was Marvin Shut. He was executive director of National Sporting Goods Association. This was years ago when I was first involved in selling with the National Sporting Goods Association in Chicago. And Marin Shut one time said the most expensive customer you ever sell to is a price buyer and I was so naïve I said why do you say that Marv. And he rattled this off and I memorized it because it proved to make me a ton of money. He says, Larry, you've got a customer whose mentality, you the seller are not going to make any money off of. The price buyer is the most expensive customer you sell to. They take all your sales time, they do

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all the complaining, they forget to pay you, they tell everybody else how little they pay, they drive off your good customers. They're not going to buy from you the next time unless you're priced to low then, only continue to buy from you so long as you're priced to low until such time as your company goes broke at which time they're going to say I knew they were going broke, priced to low, could have told them that. Run up your investment in inventory, land, building, machinery, equipment, trucks, warehouse space, people to supply their needs. They lie to you and steal from you. He said other than that, they're good accounts. Don't ever do business knowingly with a price buyer.

Michael: A business who is selling products, even if they're exclusive products, just by increasing their price, they can be dealing with better customers right off the bat.

Larry; Absolutely.

Michael: Give me the converse. What's the higher price buyer like? What kind of customer are they like?

Larry: Well, seldom do they make much of a to-do over price. I mean you've got to handle price. You're going to make virtually no sales without somehow coming to grips with price. But the higher price buyers are not nearly so concerned about the price. They're far more concerned about typically first and foremost delivery and right up there real tight against it is quality and also service may be exclusive. By exclusive, I mean be even more important than delivery or quality and then they'll overlook just the sheer capability of salesmanship. I mean people buy from people.

The way I answered your question, Mike, is pretty simple. You asked me what does the business compete on. That's really what you asked me. One is price, one is quality, one is service, one is salesmanship, and one is the ability to delivery the product on time as promised. And what I did was simply go back and my answer was the higher price buyer isn't concerned about price. Price really isn't that important. Most people think price is the most important thing. And a lot of people genuinely believe that, but there are very few price buyers out there in reality.

Let me ask you a question. Are you wearing the cheapest shirt you can buy? Are you wearing the cheapest shoes you can buy? Do you live in the cheapest house you can live in? Do you drive the cheapest car you could drive? I learned that, again, thinking back to sporting goods days. One of the things Marvin Shut told me, he says, Larry, think of your favorite sport, hobby, or recreational activity. Surely you, everybody, engages in some sport, hobby, or recreation. Think of your very favorite one. You're probably pretty good at it. You probably really enjoy it. He says now think of the gear that you use for whatever that sport,

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hobby, or recreation is. I bet you've got pretty good gear. People don't buy for themselves things to engage in sport, hobby, and recreation when it's just cheap stuff. And oh by the way, if you get wind of the fact that dear one is planning for your birthday or something to buy you a new golf club or whatever it is, you probably feel a little need to at least educate dear one as to what a good club could be so that dear one doesn't go out and buy el-cheapo and then you have to throw the thing away or take it back or whatever it happens to be. I mean like Yogi Berra said, much can be observed by just watching. You can go out there and look around. People don't buy the cheapest things. They say they do, they think they do, but they don't.

Michael: Are there some strategies that you can give for online marketers who have set price on their products to test this?

Larry: You've got to understand one thing. If the only thing you're pushing out there is price, then the only thing you're going to sell it on is price. So, you have to somehow or other communicate to the customer about quality, service, delivery--those kinds of things.

But again, let's take some examples, people buying airplane tickets. There are people who will buy the absolutely cheapest plane ticket available because it doesn't make any difference when they go to the airport or how many cities they have connect in to get to where they're trying to go because it's just money. Most people, time is more important than money, so okay if they want the cheapest non-stop ticket. Then they realize oh well I'm a night person and I don't like to get up in the morning and today you've got a 6:00 a.m. flight departure and it's an hour to the airport and then you've got to be there about an hour for the security line and get out the gate and get checked in. So, let's see the flight is at six, so I've got to get there about five and it's an hour to the airport. That means I've got to leave about four and well I'm slob and I'll just get up and throw my clothes. I'm not even going to brush my teeth let alone take a shower and shave. But I've still got to get up at 3:45 and man that sucks. I think I'll go on this flight that leaves at noon.

And again, most people are relatively knowledgeable. But make this point. If all you do is throw out there your price with no effort to sell it--I'm into collecting car or my assortment. I don't have a collection, but I've got one from like every decade since the 20s and I try to keep them up nice and so forth. The other day I popped a hubcap off a '57 Pontiac that I have and where do you go looking to buy a hub cap? Well, there's Hub Cap Annie's, but if she doesn't have any, where are you going to get online. You go online and so what do you see? Some guy might have a hubcap for '57 Pontiac, he doesn't even describe it, and perhaps doesn't even show a picture of it. And then the picture might not be of any decent quality. I mean there are so many things and you don't trust those kinds of things. Are you going to buy the cheapest one? Well, as a buyer, you

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know what you're going to do? You're going to concern yourself about well is this (a) the hubcap that I need, meaning it'll match the other three that I've got, and (b) what kind of condition is it in Ideally it'd be new old stock, never taken out of the box, but those are few and far in between. Then you start communicating as the buyer because you have to know about the quality and you have to know about the availability, which translates into the delivery of it and so forth. So, don't kid yourself into thinking even if you're out there on the Internet just pumping stuff out there. I mean if you go out there and you think your low price is what's going to sell your junk, well you're going to find some price buyers that'll probably buy it, but you're going to have to do just as much work almost to sell that piece of junk as you do something in pristine condition. There maybe a little more effort taking a picture or communicating to the customer or something like that, but I'll pay off in significantly higher rewards. I mean people pay through the nose for collector-type items. And like I say, the only time I'm really buying stuff off the Internet is really car parts and things like that. And keep in mind, when I'm looking for car parts, I'm looking for something that is hard to come by and I'm wanting something that is as close to new or pristine condition that you can get. Frankly, low prices scare me.

Michael: Let me ask you this. Let's take for instance information products. Now, you have information products on all your pricing strategy and on your site you've got products ranging anywhere from \$9.95, the second to the highest price is \$165, and then you've got a CD or a DVD set for \$800. And I'm sure you've heard this before, well here's one for \$800, almost four or fives times higher than the next highest one. Do you have people say, well why is this one \$800 and all these other ones--does it naturally create a curiosity?

Larry: Most people look at it and realize it's a DVD, which means it's video rather than a CD, which is audio. So, the big differentiation there, the \$165 product is an audio CD of the seminar that I'm doing or did live and then you get a copy of the book with it, which is a \$25 value. The DVD is me, live, of 13 hours of actual training, talking about all these techniques that we were talking about. We've been talking here for about an hour and that was 13 hours of stuff that I sat down and actually prepared for the camera, if you will, so it's not just audio. It's video and it's designed to really bore into all these kinds of subjects.

Michael: What do companies pay you to come to do a seminar like this?

Larry: That depends upon the length of the time of the presentation. Up to three hours is \$7,000 plus expenses. Up to four hours is \$9,000 plus expenses. And what I call a full day, which is usually about six hours of actual presentation time, is \$13,000 plus expenses.

Michael: Let's say that I was a company that brought you in for 13 hours. If a company paid you to come in and put this presentation on for me, relate it to the

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\$800 DVD set. What would that cost a company for you to do what you did on those DVDs?

Larry: Remember, on the DVD that's like 13 hours long, but on a DVD, you've got to have something for everybody, whereas when I do a presentation for like a private in-house company, what I do is I talk to various people in the company about what the situation is, what's going on, what kind of problems they fell they're having, and I try to tailor and customize my remarks specifically to their company, their product, their industry, their service situation and what they're trying to do. So, usually when I work for a company, it's no more than a one-day type presentation, which would be about six, maybe seven-hour presentation, while the video is a prepared presentation that the playing time to get through it like about 13 hours.

Michael: So, could any business who is selling products or services benefit from this training?

Larry: I think so. I mean I can't think of anybody that doesn't charge a price unless you're truly giving it away. Take a lesson from the psychologists. They learned years ago they don't like for patients to have all of their psychological health paid for by insurance because then the patient thinks it's worthless. The truth is if it has value, you will charge for it. There are very few things in this life that are free and you could hurt your sales by charging too low a price. There's no question about it. You can charge an incredibly low price and scare off customers.

Michael: Why does a low price scare off customers?

Larry: Well, price makes a credibility statement. Low price makes a negative, derogatory, diminutive statement about a product or service. High price makes a positive, salutary statement. Here's a simple example. Would you go out for a low price bid for your brain surgery? I doubt it.

Michael: That's true.

Larry: Probably what you're talking about is I've made brash statements, I suppose like you ought to just go home and quit selling to 20% of your customers and those are the price buyers. And how can you tell who the price buyers are? The simplest way to find out who a price buyer is, look at your accounts receivable. Anybody who does not like to pay high prices does not like to pay period. If you're selling on credit to customers, your accounts receivable will almost surely identify who your price buyers are because they're always slow payers. Remember that litany I went through that I said Marin Shut taught me about taking all your sales time, do all the complaining, forget to pay you, tell everybody else how little they pay you. It's easy to find out who your price buyers

are and those are the people that do all the complaining and all the other aggravating things that customers can do. And so, you can make more money, be a whole lot happier, and give a whole lot better service in response and turnaround time to your better customers and everybody wins. Your customers are happy. You have fewer customers. You're making more money percentage wise. What's wrong with that?

Michael: That's the end of this interview with Larry. I hope this has been helpful and if you're interested in any of his public or private seminars, please contact [Michael@MichaelSenoff.com](mailto:Michael@MichaelSenoff.com) or call (858) 274-7851.



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

# **Become A High-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 high-paid marketing consultant in the next 45 days -- complete with paying clients and a steady flow of income that comes in year after year.

Listen to the CD that came with this letter on how six others like you have gotten their first client using the system described below.

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 100% proven) secrets my friend Richard has developed over the years to become a high-paid, 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 incredible 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 into 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 only one 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."

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 <http://www.hardtofindseminars.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 their 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 your 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 hours 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 e-mail 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:**

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

You get my famous "Joint Venture Magic" course -- including audio training, joint venture sales letters and sample contracts and agreements. This course sells for \$300, 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:**

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 # 8:**

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 # 9:**

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 # 10:**

The marketing, reprint, and duplication 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.

Your 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 # 11:**

Lifetime membership to [www.hardtfindads.com](http://www.hardtfindads.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 for **over \$5,000**. But they're all yours free as part of this super HMA consulting package.

### **HMA Resource # 12:**

Here's a **quick** and **easy** way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtfindseminars.com/AudioclipsH.htm>

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 e-mail 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 # 13:**

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 e-mail 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 do 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, \$10,000 or even \$5,000.

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 \$5570, plus shipping and handling.

(You save \$400 by paying in one payment.)

That's peanuts 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...

Here's a quick and easy way you can get into the marketing consulting business. Work part time from home. Help businesses make more money. Listen to hours of free interviews, case studies and how to consultant training at <http://www.hardtofindseminars.com/AudioclipsH.htm>

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 50% "finder's fee" for any audio work you refer over. (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 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 have severe limits on the number of systems Richard will let me sell within each geographical area.

Richard wants 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 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 e-mail 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*

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.

For more interviews on marketing consulting go to <http://www.hardtfindseminars.com>  
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Please do not e-mail. I get so much SPAM that your e-mail may never make it to me.