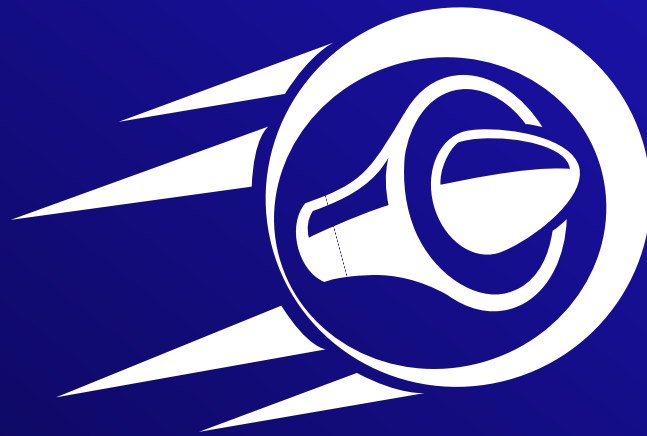


**REVISED &
UPDATED**

ACCELERATED PRODUCT DEVELOPMENT



FLASH CONSULTING SERIES

How To Go From Selling Door To Door
To Selling Automatically Online
In Less Than Seven Days

by Michael Senoff

 Michael Senoff's
HardToFind Seminars.com

Dear Student,

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

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

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

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

Now, my challenge is to build the world's largest 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

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How To Go From Selling Door To Door To Selling Automatically Online In Less Than Seven Days.

If you are a sales person who relies on cold calling or going door-to-door to try to generate leads, then this audio will benefit you tremendously! Here's the background:

Tony is a full-time minister who has been trying to support himself on his own so that the church wouldn't need to support him and his family. Over the past few years, he's tried a few business ventures that were initially successful but didn't do well after a while.

He's currently a sales representative for a company that helps businesses to lower their electric bills. Basically, Tony is making a full-time effort pounding the pavement attempting to make his sales presentation to business owners. Although Tony's only been with the company for a few months, he's found that it's pretty easy to get in to make the presentation and his closing rate is 50%, which in my opinion is pretty good.

Listen as Tony and I role play a typical presentation of how his company can reduce a business's electric bill significantly. It's a very well organized, sophisticated presentation that Tony does using flip charts and doing calculations from the business owner's electric bill to determine if the business is a qualified prospect.

So, where are Tony's frustrations and how can I help him? Since he's got a good closing rate, he needs to put himself in front of more business owners than he can by going door-to-door. He needs a way to leverage himself in a way other than doing face to face presentations.

You will hear me come up with several ideas for Tony to accomplish his goal of leveraging himself:

- Create a PowerPoint presentation from his current marketing material, add audio to it, and then put it on the Internet – much

like the Articulate presentation that I provide for HMA Consultants.

- Send postcards to prospects directing them to the online presentation.
- Get someone to do a recorded interview with Tony and put that audio interview online.
- Tony could actually record himself giving his presentation to a real business owner over the phone. This would be a believable and compelling presentation that would contain a business owner's points of view as well as typical questions that are asked during a presentation.
- Make a CD that contains his recorded interviews as well as the marketing presentation itself and send that to prospective customers. With this idea, I suggested that Tony provide everything necessary to sign up for the service along with the CD package so that he wouldn't even have to go out to get a signature.
- Using the same CD mentioned above, find companies that would be willing to endorse Tony and his service. Create Joint Ventures with these companies and allow them to give the CD to their customers as a gift to help them save money on their power bills.
- Be sure to get testimonials from satisfied customers of his company's service. Since Tony has only been with the company for a few months, the companies that he made sales to haven't yet realized their savings. Perhaps his fellow sales reps could provide some testimonials from their clientele.
- Tony could contact the local media, positioning himself as an expert in saving businesses money on their electric bills. The media would be interested in this and would broadcast Tony's message to thousands of people.

I suggest that Tony take a risk-free trial of my Audio Marketing Secrets (AMS) product which contains everything he would need to know to develop and create an audio information product. Since Tony doesn't have a lot of money to invest hiring people to help him in the creation of his information product, I suggest that he do it all himself with the help of my AMS product.

Yes, it's a lot of work. But the rewards could be tremendous in terms of sales as well as having the knowledge to create future information products for other ventures. It's just another example of getting off

your duff and getting it done. I hope that we'll hear more from Tony about how he has successfully leveraged himself and reached thousands of prospects by using audio information products.

Michael: I know it sounds daunting, but it's only a week of pain compared to years of grueling one-on-one, shoe-burning, pounding the doors. Nothing's going to burn you out more than what you're doing. So, you may as well cut it out now, and get into the real leverage.

Music

Hi, this is Michael Senoff with Michael Senoff's [HardtoFindSeminars.com](http://www.hardtofindseminars.com). In this recording, you're going to hear me talk to Tony. He is a door-to-door salesman selling a service to businesses to show them how to lower their electricity bill. He had a 50% closing ratio, but was getting killed with the one-on-one sales. He needed some ways to leverage his business, to turn himself into a 100 Tonys so that he could make more sales automatically, taking him out of the one-on-one sales presentation situation. In this recording, I develop several ideas on how he can do this. If you're making cold calls, sitting in front of prospects, making one-on-one presentations, it's time you stop. Listen to this recording so you can learn how to duplicate yourself automatically, and present your presentation to 1,000 people at one time, taking you totally out of the picture. Get ready and enjoy!

Michael: So, let's start from the beginning. Why don't you tell me what it is you do, how did you get into this, how much did you pay to get into this, and just give me an overall situation of what the frustration is, what you think you need help with.

Tony: Okay, boy, in a nutshell. I am a minister, and I've been doing full-time ministry for the last eight years. I started a business about three years ago with the goal of supporting myself in the full-time ministry so the church doesn't have to support me.

So, I got into merchant services basically setting businesses up for credit card processing and ATMs and that sort of thing. That was fine, but it's incredibly competitive. I'm still generating a residual income from the work that I did three years ago.

Through that, I met a guy who turned me into offering pre-paid legal services to businesses, which was my already current client base.

Michael: That's the multi-level company, prepaid legal?

Tony: That's right. I got involved with them, and things just took off like a rocket ship. My income was up over \$10,000 a month. It was awesome.

Michael: That's great.

Tony: Leading up to this past summer, when things start to cave-in. People started quitting because they were getting chargebacks, and I just couldn't maintain it. So, it all came crumbling down.

Michael: How do you attribute the success of building it up at that time? What worked for you when you were building up prepaid legal?

Tony: Excitement, I think, worked – excitement, momentum, and I think I have an ability to teach people very well. So, I was able to transfer a lot of the things that I learned. I just wasn't able to keep up with the growth. We grew too quickly.

Michael: How were you doing your recruiting, one-on-one?

Tony: Yes, one-on-one. I might post an ad on the internet, through personal contacts. That was most of it – leads, buying leads from some of the lead generation places on the internet.

Michael: Did that work pretty well?

Tony: Yeah, it worked. It was a combination of all those things.

Michael: Were you selling more opportunity or the service?

Tony: I was primarily selling the opportunity, 80% opportunity/20% service.

Michael: Okay, so prepaid legal came down. Are you receiving any income from that now?

Tony: Yes, I am, but it's very, very minimal.

Michael: That's too bad. So, then what happened after that?

Tony: After that, I started looking in the newspaper because I'm married with two kids.

Michael: How old are your kids?

Tony: I've got a four year old and a two year old.

Michael: How old are you?

Tony: I'm 33. I looked in the newspaper. I was looking for something with direct sales where I could go in, make a sale and get paid because that's what I knew to do. I wasn't necessarily looking to manage a bunch of people like I was doing with my other businesses. So, I found this company that does utility rate auditing. I did an interview with them, and signed up as an independent contractor.

I paid \$1,000 training fee that's rebated back once you have a certain amount of sales on the books, which I will have soon. So, that's not a big deal.

Michael: What kind of training did they put you through?

Tony: Well, there's a national sales manager. He came up to my area. He sat me down for four hours, walked me through basically electricity, how it works, how electricity companies charge for their services, how the businesses can benefit from what we do. He took me out in the field for a day, and I basically watched him cold contact prospect businesses, make presentations, close deals.

Michael: Was he able to do that during that day?

Tony: No, actually he didn't close anything while we were together.

Michael: Was he able to get in and make a presentation?

Tony: Oh yeah, we made plenty of presentations.

Michael: So, making the presentations wasn't difficult as long as you're knocking on doors?

Tony: No, it's not that difficult as long as you're knocking on doors.

Michael: What did he do? When he knocked on a door and the owner came to the door, what did he say?

Tony: Hi, this is Steve with Utility Management. He'd turn out his card, and say, "Has anyone from our company contacted you yet?" They'd normally look at the card and say, "No, why?" "Well, we work with the power company to lower electricity bills. Is that something that you might be interested in doing?" "Yeah, sure." "All right. Do you have a second to sit down?" "Yeah, come over here."

The business owner would sit down in the corner or whatever. Sometimes they might say, "Oh, it's just not a good time for me. Can you come back tomorrow? Can you come back later?" "Sure, no problem." Then, you site

down and do like a ten minute presentation, and hopefully get them to sign the agreement.

Michael: Was it a flip type chart presentation?

Tony: A flip book from a three ring binder.

Michael: You have your flip book.

Tony: Yes, I do.

Michael: Is it a pretty effective presentation?

Tony: I think so. I've done a lot of modification to it.

Michael: It only takes ten minutes to present it?

Tony: Less than that, about seven minutes.

Michael: Why don't you present it to me? Do you have the book on you? Even if I'm not looking, I want you to explain to me a little bit about this. I am a business owner and I have an electric bill, even though I operate out of my house. Let me hear your presentation.

Tony: Okay, all I would start out saying is, "Is saving money on your electricity bill something you're concerned about?"

Michael: Absolutely, my wife bitches every time the bill comes, and I've got a Jacuzzi and she wants me to turn the Jacuzzi off because she thinks it sucks out too my electricity. It's always a concern, and I have no idea how electricity works. So, I would say yes.

Tony: Great.

Michael: If you can show me how to save money on my electric bill and I have to do anything, I'm all for it.

Tony: Michael, let me just start out by telling you that I can't guarantee you that I'm going to save you anything because not all businesses qualify for what we do. Do you have a copy of one of your electric bills? I can take a look at it and see if there's a reason for us to continue this conversation.

You say, "Yes, here's my bill right here." I'd make a quick calculation, and we'd say, "Okay, there's some opportunities."

Michael: How simple is the calculation?

Tony: It's just simple math. One number divided by another divided by another.

Michael: Is it a formula that the company gives you?

Tony: Yes, it's a formula.

Michael: Can anyone make this calculation on their electric bill?

Tony: Anybody.

Michael: Do you explain to the business owner what you're doing in the calculation?

Tony: No, because they don't care. So, then I would say, "Let me just ask you a simple question about your business. How much would your sales have to increase in order to add just \$100 to your bottom line?" They kind of just sit there and kind of hmm and haw, and then I've got another slide that shows, "Hey, if you're a convenience store, you need to bring in about \$4,500 a month in gross sales just to net \$100 to your bottom line."

They say, "Yes, that's about right." Then, I'd show them, "Hey, if I help you simply reduce your expenses by that same \$100, that \$100 goes directly to your bottom line." They say, "Oh, yeah, that's definitely true." I say, "That's exactly what we do. We help businesses impact their bottom line by reducing their electric bill. We've already saved over \$24 million for our clients so far. The reason why is because not all businesses pay the same amount for their electricity."

At that point, their eyes normally kind of perk up and they go, "Huh? What do you mean?" I say, "In fact, many businesses pay the highest possible amount and that's because utility companies are owned by stockholders. They're there to make a profit just like you are, just like we are. They have multiple rates, and they're able to charge you literally in thousands of different ways."

"So, just getting the power turned on when you start your business does not work because they put you on a one size fits all rate. For instance, the power company here in Virginia has over 30 different rates for businesses, and then they've got seven different riders to the rate."

Michael: What's a rider?

Tony: It's kind of like your homeowner's policy. If you have a trampoline, they'll charge you more. If you have a security system, they charge you less. So, when you combine all the different combinations and ways of working these

riders, there's thousands of different rates with it. It puts you on a one size fits all rate.

Anyway, the question then becomes, "How in the world do I figure out what the best rate is for me and my business?", and I just tell them, "Well, you've got three options. One you can not find out and just accept what the power company tells you, and that can cost you. Two, you can hire an energy audit company and they'll come in and they'll audit your insulation, and they'll help you to use lower wattage light bulbs, and you could save some money doing that. That's fine.

What we do is we have an electrical engineer who used to be an upper level manager at Carolina Power & Light.

Michael: Now, who is that guy?

Tony: His name is Brian Coswell.

Michael: Is he with the main company?

Tony: He's the CEO of our company.

Michael: He's the CEO. So, this is how it all started?

Tony: Exactly.

Michael: This guy was an upper management engineer with the electric company?

Tony: Yes.

Michael: Okay, and he saw people were getting screwed?

Tony: Yes, exactly.

Michael: So, he created this opportunity. He knew how to save the public money.

Tony: That's right. He did this on his own. It took him three years to develop software to analyze all the different rates, riders and combinations for any business. So, what we do-

Michael: On a national level or local level?

Tony: Well, you have to load in all of the rates for whatever power company you're dealing with first. So, right now, we're just in North and South Carolina, Georgia, Florida and Virginia.

Michael: The parent company's where?

Tony: In North Carolina.

Michael: You're just servicing these states right now.

Tony: That's right. So, what I tell them, "This is what we do. We're going to look at your past two years worth of history, and we're going to audit it for outright errors. If there is an error, we'll get you credit. But, where we really help you save the money is we develop an energy signature specifically for your business and run it through the software simulator until we find the best rate for you."

Michael: What's an engineer signature?

Tony: Basically a thumbprint of how your business uses energy, how much it uses, that sort of thing.

Michael: And, you can figure all that out from my bills?

Tony: Yes, we pull all that information from the power company electronically.

Michael: Oh, I see. So, you're going right into the power company's website?

Tony: That's right.

Michael: And, you're able to download information for my business?

Tony: That's right, with your approval. That's what we talk about at the very end. So, then once we find the best rate for you, we will act on your behalf and put that rate in place with the power company. You don't have to do anything, just sit back, run your business as you always have and watch your bill go down.

Then, I'll tell them, "We try to make this as simple as possible. We've got a no-risk guarantee. So, either we find a better rate and you save money, or this analysis that we'll perform for you is absolutely free. That way there's absolutely no way that you can lose."

"Now, when we do find a better rate for you, if you save money, our fee is 50% of whatever you save. So, let's say you save \$100 a month, you keep \$50, and then you pay us \$50."

Michael: Does that include the savings from the errors that you find on my past twelve bills or just the money you save on my bill from this day forward?

Tony: It includes the errors.

Michael: So, you're going to get 50% of whatever errors they make, and 50% of the savings on my bill.

Tony: And, 50% of savings on the bill.

Michael: Both?

Tony: Both, and that is for a term of 48 months. During the 48 months, we're continually monitoring your rate to be sure that you stay on the best one because your signature may change depending upon what time of year it is, depending upon if you add new equipment, or the power company may come out with a more favorable rate for you. So, we monitor that for 48 months.

Michael: How do you monitor it, all online?

Tony: All online.

Michael: Are you doing this monitoring yourself or the company?

Tony: The company. After the 48 months, it gets better because you're saving double. We're out of the picture. Instead of getting 50% of your savings, you get 100% of your savings. Then, what I'll do is go into just some success stories, and that we work with all size business. We work with small ones that only save \$1,000 a year, and there are others – Time Warner Cable, we helped them save over half a million dollars a year.

We do all in between. Then, I just go for the end, and I say, "Hey, start adding to your bottom line. All we need is a most recent copy of your electric bill, and then I just need your approval, and I've got a one page contract, one page only, super duper simple, no smoke, no mirrors."

Then, I just put my pen down, and I close my mouth and wait for them to say something.

Michael: Where are the objections coming? What's happening? Have you been able to quantify it?

Tony: Yes, the biggest thing they ask is, "Well, how do I know that I'm actually saving money and you're not just blowing smoke up my rear?" I've got a couple of slides for that. I show them actual billing statements, actual analysis that shows them, "Hey, we're going to show you what you're actually paying on your new rate. We're going to show you what you would have paid on

your old rate, and the different between the two is your actual savings not what we think we're going to save you, but what you have actually saved money in your pocket, and you'll have an invoice for 50% of that. That's all verifiable through the power company. Just give them a call. That way you know that we are definitely saving you money."

Other things they ask is, "Well, how come I can't just call the power company myself?" I tell them, "Well, you can. They're going to say, 'Sure, you can get on a different plan, but which one do you want to be on.' Again, there's thousands. You don't know which one to be on unless you have someone that analyzes.

Michael: I know my power company will send someone out to analyze your home and to look for energy efficiencies. They'll actually send someone from the power company out to your home for free.

Tony: Sure, they do that to maximize efficiency in your home to help you maximize efficiency in your business as well, but they're not analyzing your rate. They're looking at ways that you can use less power not how you can get your power cheaper.

The biggest thing I get is, "Well, let me think about it." I think that comes from they think it's just too good to be true. It's hard for them to believe.

Michael: Out of ten presentations, how many are you able to close?

Tony: If I'm in front of the decision maker ten times, I'll close five or six.

Michael: That's a great closing ratio.

Tony: Oh, yeah, that's awesome.

Michael: Five or six, no problem? Do you make presentations to people who aren't decision makers.

Tony: I do. I really try not to because it's a waste of time.

Michael: So, you're going to stop doing that?

Tony: Yes.

Michael: What do you think I may be able to help you with? Do you want to increase your closing ratio? Do you want to stop the face-to-face presentations, leverage yourself? Where are the frustrations occurring besides, of course, the

people who say no? I think if you're closing 50%, I think you should be ecstatic with that. That's wonderful.

Tony: Oh, yeah. It's great. I'm not worried about my face-to-face activity. I want to leverage myself. I know the power of that. I've done that before. The way that they taught me with this company is just go out and make these face-to-face presentations, and that's fine, but I know the different pillars to my business here.

I want to see if there's a direct mail avenue to go down for this while I'm making face-to-face presentations. I can leverage myself with letters that are going out to decision makers because it's so simple, it's so dog-gone simple. All they have to do is fill out the agreement, one page. It's got basic information. Fax that with their utility bill and it's done.

Michael: Have you looked into other companies who are doing this, selling the same service and opportunity? I'm sure there's several of them.

Tony: There's not a lot.

Michael: I thought I've seen them in the back of Entrepreneur and stuff.

Tony: No, there are companies that will look for errors, and there's a ton of those, but there's very few that have the technical know-how to actually analyze the rate.

Michael: This company has got some proprietary stuff.

Tony: That's right.

Michael: Tell me. How many clients do you have in your area since you've been doing this? Do you have any testimonials from people?

Tony: Yes, that's a part of the pitch as well the testimonials.

Michael: What do you have? Do you have 50 clients?

Tony: Probably, thirty so far.

Michael: Out of some of those, do you have ten of them that really are happy with what's happening, that definitely see savings and would maybe give an audio testimonial about that?

Tony: Well, you don't know yet because it takes – from the time they sign-up, it takes 30 days for the power company to implement the rates, and then it takes

30 days for you to get your next bill. So, that's sixty days, and then you don't get an invoice from us until a quarter is completed. We bill in quarters.

If I were to call my clients back, they would say, "Yeah, I guess it's going great so far. I haven't gotten a bill from them yet. So, I don't really know."

Michael: I see. So, when they get the bill, that's going to be 50% of their savings.

Tony: Right, at that point, they'll have the analysis in front of them. They'll be able to say, "Oh, wow, I really did save. These are real numbers, and that's true, they're only asking for 50% of what I saved. This is a great deal."

Michael: Do you have any of them who have gone past that point, or did you just start?

Tony: I just started two months ago with this company, so no.

Michael: So, you don't have the solid testimonials.

Tony: I don't, but we have thousands of clients all up and down the east coast that have been around for over ten years.

Michael: Are there any other sales reps in your area that have had some good clients? Have you met any of the other sales reps or independent contractors doing this?

Tony: Well, I have, but we just opened up this power territory. I was the first one in this power territory to get started.

Michael: Where is the oldest territory?

Tony: In North Carolina.

Michael: How many other independent contractors does the company have? Do you know?

Tony: Fifteen.

Michael: They've got fifteen for all the states or just that area?

Tony: Fifteen on the east coast.

Michael: So, the company isn't offering you too much marketing stuff.

Tony: No.

Michael: No tools?

Tony: A brochure and a flip chart, that is it.

Michael: Do you know what it sounds like to me? It sounds like you've got a winner here. You've got a presentation that works. You need to take this presentation and be able to present it automatically.

I see your direct mail letter. The direct mail letter could be expensive. Have you tested this at all?

Tony: No, this is just my first draft on it.

Michael: I think the most powerful way to deliver this is online to take your presentation and create like a PowerPoint presentation. Have you spent some time on my site at all?

Tony: Yes, I have.

Michael: Have you seen that articulate presentation? It's voice in PowerPoint integrated. It's a real nice presentation. You could take your presentation, and work with a graphic artist, and design your presentation into an automated presentation like that and put that online.

Tony: I have actually tried doing that. There are different pieces of software that will convert PowerPoint to Flash, and that sort of thing.

Michael: Do you have an online presentation?

Tony: No, I'm starting to toy with it as a matter of fact.

Michael: You've got to can that presentation. You just did it for me over the phone. It wouldn't be, I think, good enough to send out, but you could get someone to interview you about what you just taught me, just outlining your presentation, and put that on a CD or put that up online. You've got to just can the presentation. That takes you out of the picture for meeting face to face.

If you could get this presentation, which I know you could get the presentation into interested prospects and even if you're closing ratio dropped from 50% down to 10%, you're still going to come out way ahead because you can leverage yourself.

All you've got to do is get people to the presentation. There's certainly some very powerful, inexpensive ways of doing that. One thing that comes to my mind is voice broadcasting. Do you know what voice broadcasting is?

Tony: Is that kind of like cold calling?

Michael: It's all computerized. It's all integrated through online. It's when you upload phone numbers. You can find a list of your best prospects. If you could choose to do a presentation all day in front of these prospects, who would you say, which prospects are in the most pain, and which ones would you go after if you were to be able to sit in front of any prospect?

Tony: Large restaurants, auto dealers, hotel owners.

Michael: These larger companies, you've got to get in front of the owner. Is there a problem with getting to the owner with the larger company like that?

Tony: Yes, it's always challenging to get into the owner, but that's the person you talk to.

Michael: You need to talk to the boss. What can you make on a large restaurant? If you close them, and they sign a contract with you, what kind of money can that mean for you?

Tony: We charge them 50% of what they save. My commission is 50% of the 50%. So, let's say a large restaurant saves two grand in a year, then my commission would be \$500.

Michael: That's a large restaurant.

Tony: Mid-size.

Michael: So, mid-size business is going to be worth \$500. For how long? You get them for as long as they stay with the company?

Tony: No, I get the one time shot, one time \$500, and then I get a bonus next year.

Michael: So, you only get a one time on the residual.

Tony: Yes, I want to go back and try to renegotiate the contract to where I get paid.

Michael: What do you mean one time? Do you get the commission, the 25%, just on the first year, right?

Tony: Right.

Michael: That's it?

Tony: That's it.

Michael: That's not that great of a deal. They've got no marketing. You've got to do all your own marketing. You're limited meeting people face-to-face. Are you pounding this thing right now? How much time are you putting into it now?

Tony: I'm putting in full time effort. I leave the house at 9:30 in the morning, get back around 4:30 or 5:00.

Michael: So, how many deals are you signing a day?

Tony: I can probably do one a day.

Michael: Just one a day?

Tony: Yeah, one a day, five a week.

Michael: Would all these deals be worth \$500 a year?

Tony: It might be \$200. Some might be worth a thousand. It really depends because I might talk to a guy who might own six McDonald's franchisees. So, instead of getting one, I get six. I might talk to a property management group, and, "Hey, we've got 15 buildings that we manage electricity on."

Michael: My advice would be you've got to get this presentation in a digital format, whether it's me interviewing you about electricity. Once you have that interview or have that presentation, you integrate the presentation. You should have three things. You should have an audio interview about how the electricity companies are overcharging.

Then, that interview could be converted into a transcript or a free report. Then, you should also have that presentation that you just did for me in a digital format like in my presentation. Then, your efforts should be marketing. Your efforts should be finding ways and establishing maybe joint ventures, finding companies that would be willing to endorse you in your service to their clients.

So, for instance, if you found an accountant that has 500 customers in the area, and what he could do is he could buy his customers this gift which is an education in opportunity to save money on their electricity bills. It's him endorsing you to his clients.

He sends out an email or a letter that could be written by you and signed by him that could direct his customers to the website that they could watch the presentation, or you could capture their mailing address. You could mail the

transcripts of the report with an audio CD that the business can play, the interview of you educating them about electricity and about electricity in their business and about how there are opportunities to save.

So, instead of you going to clients doing these one on one presentations, you have potential prospects calling you only after they've listened to the presentations. It's no different than what I'm doing. How much audio did you listen to me before you contacted me?

Tony: A good 20 hours.

Michael: See, you're calling me. I didn't call you, and it makes all the difference. You can do what I'm doing. I'm just doing it on different subjects. You don't have to do it on such a large scale. All you need is one interview, one interview, one information product, something that's easy for that business owner to listen, and online is a great way even though some of these business owners are busier than hell and they don't have time to go online.

A CD that plays in the car is a wonderful way to have one-on-one presentation where you have his full attention while he's in the car. There are creative ways that you can mail that CD out that will get their attention, that will get them to play it.

So, you've got to automate your presentation. Take yourself out of the one-on-one presentation because that's what's killing you is your time. You have no way to leverage yourself, and you've duplicated yourself.

This could be done. You definitely have to do this if you really want to grow this thing, and you need a way to automate the application process. You don't have to go see these people face-to-face, do you?

Tony: I sure don't.

Michael: See, when you want to set your business up, you want to set the criteria up. Your busy. You don't meet people face-to-face because you have such a high demand service. That's how you position yourself, and when they go to the site or when they inquire, you tell them, "Here's how it's going to be done."

Also, at the end of your audio recording, when it's time to get started, if they want a personal audit on their electricity bill, here is what you need to do, and you give specific instructions of what they need to. They need to get their most recent bill. They need to fax it to this number, and you have the number, and when you send the CD or you have on the presentation all that information is available for them with specific instructions on how to take action and how to do this.

Then, you automate it. You're not driving out, schlepping out to their place just to go look at their bill. That is a waste of time. So, everything you should do is on your terms if they want your service because you're doing them the favor.

Tony: Would a start with this direct mail letter?

Michael: You can try it. My gut feeling is a direct mail letter isn't going to do it. A succession of direct mail piece for every 100 you send out maybe you'll close one, two or three. It would be a good idea to test it to a hundred. See what happens with a hundred. I think for this, you need to close it. You need a fuller presentation.

I don't think a direct mail letter is going to be enough. I think it will generate a lead maybe and they'll call you and then you have to come out and go do a presentation, or you have to send them to the entire presentation. Why use this direct mail letter just to get an appointment when you can send something out direct that gets the sale?

You can send a direct mail letter for 50 cents, but you can send a direct mail letter out with the CD which has the entire presentation or a CD interview or all of the above with the transcript for an extra 50 cents, and have the opportunity. That's like, if they're interested, it's you going doing the appointment automatically, taking them through the whole presentation.

It costs money to mail a letter. You're going to spend 50-75 cents by the time you have your lead to mail it. You may as well mail everything or have a chance to sell them on that first time rather than just generate an interest. The direct mail letter will get them to call, but you still have to go through the process again. So, you're creating double the work.

Tony: So, you don't think that the direct mail letter will close that in one shot. When they get done reading it, you don't think they'll say, "Doggone it, let me fill this out and fax in my bill right now."

Michael: I don't know. I don't have a crystal ball. You can certainly try it. My feeling is it's not going to be enough. My feeling is you'll get a call. They got your letter, "Can you tell me what this is all about?" Then, you're back to wasting your time because if they want to know what it's all about they would have the full presentation. The ones that come out, you'll have to go through the whole thing.

I don't know if it's going to be enough to close the deal. So, why not give them everything you've got, all your ammo so they're not wasting your time, so it's all right there in front of them?

Tony: I thought that was the purpose of long copy letter is to answer any and every conceivable question so they have all the information to make a decision.

Michael: Honestly, I skimmed through it and I haven't read everything on it. I may be wrong. The only way you're going to know is if you test. Mail a hundred of them, see what happens. No one has all the answers. You've got to test it, and you'll never know unless you mail. You may be pleasantly surprised. You may have an electric bill faxed to you based on this letter.

If you do, and your profits and commissions are more than what it costs you to mail the whole piece, then you've got a winning promotion. You just duplicate it with bigger numbers. You'll never know unless you test it.

My gut feeling is it's not going to be enough, and my gut feeling is leverage your time and give them everything you've got. So, when they're calling you back they're still going to have questions.

Some of the stuff on my site that I sell is complete enough where there's no call needed, but the larger ticket stuff, and an electricity bill is something that I could see people are hesitant to changing. There's a natural skepticism, and they don't know much about it. It's a real education here. So, you're going to have to give a real education.

I don't think the letter's going to be enough. They're going to want to talk to a person. They're going to want to call you. They're going to want to talk to you, and that's just going to take more of your time. If you want to do larger numbers, you don't want that happening. You're going to be on the phone talking to people all day. Let them hear you. Let them feel you. Let them talk to you through a complete presentation from the very first time.

You could use postcards or other lead generating techniques that peak their interest that don't give them everything that get them to the website or has them requesting more information. There's a lot of opportunity. You can go to your local media and position yourself as an electricity expert, and come up with a creative idea with a press release for your local newspaper where they could bring you on to educate the public about different rates on their electric bill especially since you've got the summer months coming and it's going to be hot.

This is big news. They would love a story like that. You can position yourself in your local area as the expert, but before you do that, you need to have

systems set up that give your complete story automatically through the internet or something you can mail out so your complete presentation is automated just like my stuff online.

I was going to say all my higher end stuff that I sell, if it's \$500 or more, you better believe everyone, no matter where they are even if they're in different parts of the world, they want to talk to me. They just want to make sure that I'm real. They want to talk to me by phone before they finally do it, even with a risk-free offer.

I think you've got a great product. I think your presentation is proven. There is a very large market, but the only way you're going to really leverage yourself is leveraging your time and getting your presentation automated, and you duplicate yourself. So, the company may have 15 reps over there in that other territory. Well, you just became the potential to be a thousand reps. That is going to be the magic.

Then, once all that's in place, then your business is really using marketing, using stuff that you saw on the HMA presentation, going to the media. You get a story with your local news, they'll run it two or three times, and they usually give a number or a way to contact you or a website, howtosavemoneyonyourelectricbill.com, or whatever. Look at that. That's going to be presented to hundreds of thousands of people in on night. It would take you a lifetime to even prospect that many people.

So, you have opportunities using marketing to get in front of the masses. You do have a product or service that the media would definitely go for. There's no doubt. Then, focusing on alliances, businesses that have large customer basis – once you have your CD it becomes a valuable report on how to save money on your electric bill, and you can give it a value.

These alliances can buy that CD or buy that presentation for their customers as a gift. They can gift it, and their customers get something of value. It's a nice gift that accountant is really looking after for them, and endorsing them. The accountant comes out looking like a hero. The customers appreciate something nice from their accountant once in a while, and it's a warm endorsement that can get you in front of tons more people than you would ever get in front of knocking on doors.

You've got to stop knocking on cold doors. That's got to stop, and leverage other people's assets.

Tony: Okay, how would you recommend I get started?

Michael: You said you started a presentation, right?

Tony: Yeah, I have a presentation, a PowerPoint presentation right now, and I've even got some audio attached to it.

Michael: Do you have it online?

Tony: No, it's just on my hard drive, and the file is massive. It's a huge file. That's why I'm trying to figure out a different format to get into. It needs to be cleaned up, but the skeleton is there.

Michael: Okay. It's going to take money to do it. Are you in a position to invest in doing this?

Tony: Not really.

Michael: It's either time or money. Do it yourself. Take your presentation. I'll give you a piece of software called, "Step Voice Recorder". If you search Google, StepVoiceRecorder.com. It's a piece of software. You get a microphone. It allows you to record right into your computer. Take your presentation. It won't be as effective as an interview. Can you get someone to interview you? Do you have a buddy?

Tony: I'm sure I can find somebody.

Michael: Can you get someone from the company to work with you and interview you who really understands what this is

Tony: I probably can.

Michael: Do you have any prospects in the works that you could give a presentation to for real over the phone?

Tony: I've never given a presentation over the phone.

Michael: With your PowerPoint presentation, can you print it out on 8 ½ by 11 and mail it to somebody where you walk through it with them.

Tony: Yeah, I could do that.

Michael: All right. Do you have \$125 that you can go buy yourself a digital recorder that you can record your calls?

Tony: Yes, I guess I can get that.

Michael: What I would do to get your presentation down, I would go buy a digital recorder. I could recommend the one I use. It's called the Sony ICDST25 Stereo. It's a Sony digital recorder. I got mine at Circuit City. It takes two triple-A batteries. It comes with software. It allows you to record over the phone both sides of the conversation digitally. You get a piece of software that allows you to save to access into the recording, and to save the file as an mp3 file, and then convert it.

I'm telling you. There's going to be learning curve, and it's going to be frustrating, but once you get this down, I'd rather see you bust your ass and learn how to do this, record a call over the phone, and be able to convert it, and be able to edit it simply. I'd rather see you focus on this for a week to be able to clone yourself into a thousand people, then making one-on-one presentations.

It's a little work up front, but it's going to be worth it in the long run because we're going to take you out of the business. So, get yourself a digital recorder. You're also going to need to go to Radio Shack and tell them you want that black box that allows you to record phone calls. They'll know what it is. It's about \$20 bucks. It's got a cord that plugs into the back of your phone, and one that plugs into your Sony recorder. All the directions are there.

Play with it, and learn how to record a call. Practice with someone. Get the software in, and learn how to save the file onto your computer. Then, there's another piece of software you're going to need to edit the call, to do the editing.

If you do this for me, I'll make it half as hard. You get the black box. You get the Sony recorder, learn how to save it to your computer or burn it on a CD, and I'll edit your first call for you for free. If you can get this far, I'll help you out and you won't have to worry about the editing on this first one. I'll do the editing for you.

What you're going to do is you need to find a prospect. You need to make a copy of your presentation. You need to give it to him and say, "Look, let's do this appointment over the phone." You need to allow him to let you record the call.

So, you're going to do the presentation over the phone, and you're going to record the call both sides. Then, you can use that as a sales presentation, and that's only one of them. Once you do two or three of them, you can put them all on a CD.

Tony: You wouldn't recommend just doing it straight into the microphone.

Michael: It's going to be much more powerful. If I'm a business owner, and I want to hear about this, would I be more apt to believe when I'm listening to you doing for-real live presentations in front of real businesses just like me, two or three of those, or you just telling me what you want to tell me directly into the microphone?

It's like reality TV. That's why reality TV is so popular. It's real. You know it's real. This is for real. That's what makes my audio recordings so compelling. You're hearing me do it for real, and you're a voyeur. You're sitting in your third party listening in on the call.

As that prospect is listening, he's identifying with those same questions that business owner is asking because that business owner is just like him. You tell your business owner to be tough on you and to grill you. You want him to grill you because as he's grilling you, that prospect, the voyeur listening in is grilling you at the same time.

What would be beautiful is to see one or two of those go through and the prospect saying, "I like this. Sign me up. What do I need to do?" You take them through the whole process.

Do you have a website now?

Tony: The company has one. I don't personally have one.

Michael: You're going to need your own website, too. To get you set-up on a website, it's going to be under \$100. You need a website presence. How computer savvy are you?

Tony: I'm okay. I'm not a guru. I've set up my own domains before.

Michael: Why don't you set up a domain under your name? Your first and last name dot com. It's available. No matter what you're selling, people are buying you, right?

Tony: That's right.

Michael: So, set up your own domain under your name, nothing cute, just your name. If your name is taken, put your middle initial in there or something. You need a place to send people so they can download the application. That's going to save you from mailing stuff and save you from going out to places.

I know it sounds daunting, and it sounds like a lot. It's only a week of pain compared to years of grueling, one-on-one, shoe-burning, leather-burning, pounding the doors. There's nothing that's going to burn you out more than

what you're doing. So, you may as well cut it out now, and get into the real leverage.

Yeah, you're not going to have some income coming in for a week or two, but the rewards are going to be a hundred fold once you get this set up. If you had the money, you could pay someone to do it all for you, but unfortunately you don't, and that's probably a blessing because once you know how to do it once, you can use these recording tools, like I have, to do anything.

Once you know you can automate a presentation online and leverage yourself, you'll be able to do it for the next opportunity you come across.

Tony: Yeah, okay.

Michael: So, just do it. It is a pain in the ass, I agree, but most people aren't willing to go through that pain. If you really focus on it, you can do anything if you just try. It's just learning. I learned it. I'm no genius. There's challenges, but learn how to do this and you will have such an edge over your competition, it's not even funny.

I would also recommend you get one of my courses where you could hear me for hours going into how to create and develop information products, which is what you're doing. You're developing an information product, an information presentation, and I have all the details on how to do the editing and the recording. It's a product I have. You don't pay anything now. Only if you're happy with it after 30 days, but it's phenomenal.

It's about twelve hours of my best audio interviews with people who want to create and develop information products. I think you would definitely benefit from that, too.

Tony: Had I not heard that already on the site?

Michael: You may have heard me promote it, but if you haven't ordered it, the only way to get it is to pay for it. So, if you haven't ordered it, you haven't heard it.

Tony: Okay.

Michael: I give away some recordings, but the ones I have in this product are exclusive for this product. So, you haven't heard these interviews. I can email you a link for that. You would really benefit from that for sure because it's all focused on developing and creating information products.

You could do that. You could create a great information product with this on electricity because every summer when it gets real hot, what's on the news?

People's electric bills. Every year you can count on it like clockwork, just like the weather, just like the hurricane season. What are we going to be seeing all over the news? Hurricanes, every damn year.

Now, when it's winter, what do we see? Heating bills, oil prices. You can predict it, and you can be there positioned every year the season comes and take advantage of that.

If this is something you want to stay involved in, you're investing a lot of time and work to developing this for this particular product, but at the same time, you can also create and develop your own information products. Could you teach someone how to do this themselves without the company? Let me ask you that.

Tony: The thing is you have to have that software to analyze which rate is best. That is key.

Michael: From what you learned from your sales manager, can't you come up with some solution to analyze what's best. Isn't it made for consumers that really want to dig and find this? Can you create your own system?

Tony: You could try, but the software that we use is pretty complex. The thing is that you don't want to mess it up because you could end up putting yourself on a rate that makes you pay more. That's just it.

Michael: How much research have you done into this, the whole subject and everything?

Tony: I've done a lot of research.

Michael: I was thinking, the information product stuff, you could contact those 15 reps, if you could get a hold of them, and you could interview those 15 reps, and create a product. Do 15 minute recordings with each one of those reps on the best ways to save electricity, and you could get each one telling success stories of companies that they've saved money for.

You can create a powerful testimonial CD too as a lead generating tool, but the whole idea, you've got to get it canned and cloned, something you could deliver.

Tony: Okay, Michael, I really appreciate your time today.

Michael: There's no easy answers, but I think if you follow through on this, it could make a big difference. I don't think it's such a great deal what you have, but if

you could automate it and take yourself out of the picture, it would be a lot better of a deal. As you automate it, you can get into some other opportunities.

Tony: Yeah, that's what I was thinking. I wasn't planning on being here forever unless I could somehow derive a residual income from it.

Michael: Once you have the presentations automated, then you could hire a girl to get on the phone all day. Once you've got it automated, then you don't have to go see the person, you can definitely do it. You could make it work for sure.

Tony: Great.

Michael: All right. Has this been helpful?

Tony: It has been helpful.

Michael: Has it clarified it for you?

Tony: Yes.

That's the end of this consultation with Tony. If you have any questions, please feel free to call me at 858-274-7851, and if you are a business and if you happen to be interested in lowering your electricity bill, please email me, and I'll forward your name over to Tony. He may be able to help you too.