

TMA “Sales” Training

IF You are a Salesperson whose main goal is to earn your commission by making a sale of a product whether or not it is in the best interest of the buyer, THEN this training is NOT for You. It is this type of Salesperson that gives “Salesman” a bad reputation.

IF you are a Salesperson who will sell a product to a buyer If and Only If you believe it will be in the buyer's best interest, read on.

To achieve this you must really be an Educator. Here is how I do it for a possible future TMA Member.

First, I must educate myself enough about the person I am dealing with to decide if the person should become a TMA Member. So, I ask questions to educate myself first. It goes something like this and can vary depending on various answers.

1. Would you like to find a way to get a Job or Career Path that #1 you would enjoy more than what you are doing now, and/or #2 to make more money than you are making now?

If the answer is NO, I'm done. This is not a Prospect. No more of our time wasted or invested. Maybe One Last Quick question.

Quick Question: Would you like to learn Practical Math if it was Easy to learn on your own time at home in just a few months studying a few hours per week? IF, Yes then go to discussing TMA.

Otherwise, Done. Thank them, and tell them that IF they always can get a lot of Free Information and Videos at: www.craighane.com You can give them whatever you want or just wish them the best.

2. If Yes, then I ask if there might be some technical field the person might like to become good in that could pay a good wage? All sorts of possibilities Landscaping, Plumbing, Mechanical, Electrical, Carpentry, or a Technical Job in a factory, ETC. There are millions of such Jobs that pay \$50,000 to \$150,000 per year going unfilled in the USA.

Would you like to possibly pursue a career path in some such field?

If No, I just ask the Quick Question and if that answer is No too, I'm done. So far just a few minutes. Do not waste time discussing the product, TMA. Just wish the person the best and say, Thank You.

If Yes, Now it's time to educate the Prospect.

Big Question: Did YOU know that to pursue such a career one probably needs to prove to a potential employer Two things?

What do you think they are? Always, wait for their response, then . . .

1. That you can Learn Technical Concepts and Processes on the Job with on the Job Training the Employer will give you.

Hmm. How can you demonstrate that You have “Learned to Learn.?”

2. Here's how. That you know all of the Practical Math you will need to learn the Technical Things you will need to learn.

Very few USA high school graduates have done this, since the schools don't teach this! Not their fault, or that they can't.

Practical Math consists of Mastering a Scientific Calculator for all arithmetic calculations, and then Practical Algebra, Geometry, and Trigonometry and few more Special Topics.

Visit: www.WorkforceMath.com to see what is required.

As you see there you could learn this in a few months for \$397. BUT, I have a much better Deal for You!

This will impress virtually any Employer and also convince the Employer you can Learn on the Job. Double Win. You know the Practical Math and have demonstrated that you have Learned to Learn.

This can then start you down a Career Path that will result in a very high paying Job you love in a few years.

You must make sure your Prospect understands and believes this.

Now you can begin the discussion of the TMA and its many benefits.

And, as you know the Prospect can join the TMA for \$30/Month at No Risk since can cancel in the first 30 days for any reason.

RESULTS.

Many of the people you talk to will be eliminated in the first five or ten minutes IF they aren't a good Prospect, i.e. will benefit from a TMA Membership.

Then when you find a good Prospect it will take you probably less than 30 minutes to educate them as to the Benefits of joining the TMA.

SO, never be discouraged by talking to a person who is Not a good Prospect. Just don't waste your or their time pitching the TMA.

It is not unusual to have to talk to ten people to get one good prospect.

That's Life!

Of course, with a good Flyer or Ad you might be able to attract good prospects with the right questions above.

One Sale is going to earn you 1/3 of the ultimate revenue of that Sale.

Suppose you make the sale and get a new Member of the TMA who will be paying \$30/Month. You'll be earning \$10/Month for many months to come. So in the next year you'll earn \$120.

Suppose you talked to ten people and got nine quick No's and one sale.

Maybe you invested two hours of your time to do this.

How much did you earn per hour?

Hmm. \$60 and maybe much more if the Member stays in the TMA for many years to come.

SO, when I go out and sell TMA memberships, I am educating myself about potential prospects very quick and friendly, and then doing the ultimate Buyers a BIG FAVOR. The TMA will dramatically improve their lives.

So, a Great Salesperson is really an Educator playing a wonderful numbers game. I don't think of myself as "Salesman".

I'm an Educator and doing the folks I talk to a Great Favor.