Every year, I receive a calendar in the mail from one of my coaches, with whom I have worked for several years.

His name is Dan Kennedy.

“A calendar, you might say, what they still send out calendars!”

A bit old-fashioned, don’t you think? I have a phone for that.

His calendar is not like the one you receive from your insurance agent with nice scenes of places that you have never seen.

He has great ideas on every page, every month, for you to think about.

This month, I flipped over the month of May, and this is what I found.

A question…

“If I could just……”

Four words that could change your sales life overnight.

Try this…

If you want to know and identify what the key problem your client may have, fill in the blank as if the client were asking this question

“If I could just……”

How does your customer finish that sentence?

If you know that, it will give you tremendous leverage and advantage and allow you to construct an offer that is almost irresistible to your client.

Have a great week selling your stuff.

Mike