Every year I receive a calendar in the mail from one of my coaches who I have worked with 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.

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

This month I flipped over the month of November 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 was asking this question

“If I could just……..”

How does your customer finish that sentence?

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