

**The NEW Game of Selling™
Confidential Insider Report**

Push Button PROFITS

**5 Plays to Boost Your Top Line Revenue and
Bottom Line Profits with Little or No Expense**

**Attract, Convert and Keep More
Customers and Multiply Profits**

**MITCH
AXELROD**

Jump Start Your Company in 30 Days!

The *NEW* Game of Selling™ Confidential Insider Report!

Push Button Profits...

**Five Plays to Boost Your Top Line Revenue and
Bottom Line Profits with Little or No Expense!**

**Be THE Industry Game Changer.
Jump-start your company in 30 Days.**

**Attract, Qualify, Convert, Keep and Reactivate Customers
and Multiply Profits NOW!**

Dear Game Changer,

Let's face it! The game has changed.

The old game is over.

The *NEW* Game of Selling™ is here.

Hope is not a game plan you can count on. To win the new game requires willingness, courage and commitment.

Do You See Crisis or Opportunity?

In every adversity is the seed of opportunity.

To survive in this new economy takes a whole new way of thinking, doing and being.

We live in a New World with new rules and new challenges.

You cannot win the new game of selling playing with old game tools.

The playing field is shifting. What got you here will not get you there.

You need a new game plan to boost sales and reduce expenses.

The old linear model of Marketing -> Sales -> Service is obsolete.

You cannot afford the escalating costs to market and serve when sales are down.

The *NEW* Model is...

SERVE – DELIVER – SERVE SOME MORE!

And that's why I'm sharing this confidential insider report with you today.

My name is Mitch Axelrod. I created *The NEW Game of Selling* – How to Attract, Qualify, Convert, Keep and Multiply Customers. For 33 years companies large and small have come to me for advice on how to...

Boost top line revenue and bottom line profit with no expense.

Simply put...

Playing the *NEW* Game of Selling transforms business results.

You want every advantage in today's uncertain climate to capitalize on possibility and transform opportunity into results. You must convert more browsers into buyers. You want to do more with less and liberate every asset that can be turned into cash.

This **confidential insider report** arms you with five concrete strategies you can use RIGHT NOW to elevate sales revenue and bottom line profits, with little or no added expense. I call this strategy...

"Push Button Profits...

Boost Top Line Revenue and Bottom Line Profits with No Expense!

You can create immediate revenue by "pushing the button" on one or more of these five leverage points.

Apply what's here to generate more income from existing opportunities, to create new revenue sources and to make your company THE game changer in your industry.

Leverage 5 "Push Button Profit" Customer Touch Points

Cutting expenses is not enough. Creating more revenue is the best antidote to sagging profits. Every single person in your company must contribute to the best of their ability to serve, deliver and serve some more.

Each one of these five customer leverage points can elevate your game, advance opportunities and generate new profits. The **ONLY** way to boost revenues and profits is by pushing one or more customer buttons.

Here are five leverage points that can produce a shift for you quickly:

Leverage Point #1. Attract... Hungry Fish

Market and promote to attract people you are best suited to serve.

This game changing marketing strategy adds so much value in advance you can turn strangers into friends in no time flat. We're doing it right here, right now. We're adding real (not perceived) value in the content, context and quality of this conversation.

The old game model started with marketing and advertising. The NEW Game starts by serving from first contact, and continues serving through the entire customer relationship. When you serve instead of market, you alter the playing field. You set a standard other companies must match. This is especially true if you are in a commodity business.

I don't know you yet, but I do know your problems and challenges because I face the same ones every day. By the time you finish reading this, watching the video series, and joining our business briefing, you will know me.

You will know what I stand for, what I can do to serve you, and without a doubt you will know the height of my capability and commitment to help you get what you want.

If what I say is valuable to you, you will want more, and we will continue down the path.

If not, you will leave the game.

It's my job to get you in the game, and keep you in the game.

It's your job to attract people to your game, and keep them from leaving before you discover if they are players – hungry fish.

In The NEW Game of Selling, you'll see how to add REAL value in advance, and why it's cheaper AND more profitable to serve than market.

You'll discover how you can magnetically attract people online who want what you have and are ready to buy it NOW.

This attraction strategy can double and triple the number of qualified people you attract who are searching for what you sell and are ready to buy it now.

Leverage Point #2. Qualify... Browsers from Buyers

Are you ready or just getting ready?

This step is to find out where people are in the Buying Cycle™.

Wasting time and money on browsers and people you are not suited to serve is an enormous financial black hole. Continually interacting with and trying to persuade non-buyers will drain you, financially and emotionally. How much are you losing in time, money and energy wasting time with tire kickers instead of spending time with ready buyers?

You can improve this customer leverage point with one simple yet crucial distinction:

Get out of your selling cycle.

Align with your customer's Buying Cycle.

Here's a billion dollar distinction.

You can distinguish browsers from buyers with one question:

"Are you ready, or are you just getting ready?"

This one question transforms every business that asks it. To maximize your marketing investment, and do more with fewer human resources, you must quickly separate out the "getting ready" browsers from the "ready" buyers.

Becoming masterful at knowing a person's "state of readiness" is like having marketing insurance. You ensure your marketing dollars pay off in the highest and best way by focusing your selling efforts on ready buyers.

If you don't have enough ready buyers, change the way you play the attraction and multiplication games (more on multiplication below).

Separating wheat (buyers) from chaff (browsers) is high payoff activity.

How can your company become more masterful at qualifying people, and quickly identify the buyers from browsers?

In The NEW Game of Selling, you'll learn the 4-Step "Magic Formula" that separates browsers from buyers in as little as 60 seconds.

Pushing this one leverage button will save a ton of time and money.

Leverage Point #3. Convert... Browsers into Buyers

3 Magic Words™: Alignment, Agreement, Commitment

Marketing is an investment.
Qualifying is an expense.
Sales are revenues.

If you're not converting browsers into buyers at the highest rate possible, your marketing investment and qualifying expense will eat up profits.

Sales must do triple duty, they must:

- ✓ Return your marketing investment and qualifying expense
- ✓ Generate a profit for operations
- ✓ Reserve money to serve the customer

If your sales don't rise faster than your expenses to market and serve, bottom line profit drops.

Conversion is the critical activity that enables you to attract and keep customers, turn expense into profit and multiply results.

Conversion is NOT closing a sale.
Conversion is commitment to commence a mutually rewarding relationship.

There are "3 Magic Words™" that advance relationships:

Alignment - Agreement - Commitment

Alignment is being in step, in sync and in the seat of the buyer.
Agreement is clear understanding and acceptance of what buyer wants.
Commitment is action buyer takes to get what they want.

To get to the Promised Land (sale), you must pass these "3 green lights."
Are you asking for commitment without having alignment and agreement?

If you don't have alignment, you won't get agreement.
If you don't have alignment and agreement, you won't get commitment.

Apply the "3 Magic Words" and transform conversion and commitment.

In The NEW Game of Selling, you'll see how to apply "3 Magic Words" to convert browsers into buyers. We reveal a NEW Game conversion model responsible for \$3 billion of new revenues for our clients.

Leverage Point #4. Keep... People Coming Back for More Make customers giddy with service.

In old game companies, service is an expense department.

The New Game companies turn customer service into a new profit center.

You owe it to yourself and your stakeholders to capture every dollar your customers can invest with you. To keep them in the game using your product or service, you want your customers to get results beyond what they expect.

You want them to have a unique and pleasurable experience and feel good whenever they interact with you. You want people to fall in love with you.

You want them giddy and delirious with joy about how they are treated. Serving customers after they buy is the determining factor to keep them coming back and buying for life. Serving after the sale is directly correlated to higher lifetime value and increased customer net worth.

Use this leverage point also to reactivate past customers.

Your past, inactive and dormant customers are fertile fields of new business. Reactivating past customers often yields a higher return on investment than spending more money to find new ones.

The marginal cost to invite past customers to buy again is nominal compared to the original cost to acquire them. Profit can jump 300% to 900% for every additional purchase a customer makes.

Are you tapping the reservoir of revenue inside your inactive customer files?

Are you keeping your customers giddy?

Are they coming back for more and bringing their friends with them?

In The NEW Game of Selling, you'll discover how to turn service from an expense department into a profit center. This transforms your business from two expense centers – marketing and service – to two profit centers – sales and service. The bottom line effect is dramatic.

The special report, "How to Turn Customer Service into NEW Profit" shows you how you can boost profit as much as 300% to 900% per customer. You'll get a free copy when you join our business briefing.

Leverage Point #5. Multiply... Your ROI!

Transform buyers into lifetime customers and maximize profits.

Answer these questions. How can you:

- ✓ Better multiply and maximize profit from every customer?
- ✓ Monetize through back-end selling, up selling and cross-selling other products, services and solutions your customers want?
- ✓ Capitalize on all the referrals, endorsements and testimonials your clients are willing to give?
- ✓ Magnetize using social buzz, viral marketing, word of mouth and incentives to attract new buyers?
- ✓ Turn your customers into raving fans, your raving fans into evangelists, and your evangelists into marketing associates?
- ✓ Provide your customers an easy way to share their success story and your offerings with everyone they know?

In The NEW Game of Selling, you'll discover four ways you can multiply customers and profits. You'll also learn a proven way to get powerful testimonials, ringing endorsements and MEGA-referrals.

The strategies, solutions and skills you find in the free video training have produced \$3 billion in new sales in boom times and bad times, for Fortune 500 companies, medium and small businesses, and hundreds of thousands of entrepreneurs and self employed people in 35 countries.

They will work for you, too.

The Secret to The NEW Game of Selling Success

Albert Einstein said,

"We cannot solve today's problems with the same level of thinking that creating them."

The solutions you seek are not inside or outside the box.

The secret to is to... ***Throw the Box Away!***

The quickest way to increase profits and convert your best assets into CASH NOW is by pushing these five customer buttons.

You'll discover at least **ONE NEW Game Changing Strategy** that will put more money in the bank by adding real value to your customer's experience.

Turn the NEW Game into Results... Be a NEW Game Changer

Stories are legion of the demise of business titans stuck in Old Game thinking. Playing the New Game of Selling you will attract, qualify, convert, keep and reactivate customers, multiply your profits, boost revenue and reduce expenses.

You rise like the cream.

You become the trusted voice of choice to those you serve.

Your customers want you to survive, even thrive.

They don't want to change service providers.

They want you to continue to surprise and delight them.

Most of all, people want to be loved.

Everyone wants to be cared for and cared about.

When you love and serve people who enable you to earn your living, they will repay you with loyalty for life, and feel good about telling their friends.

NOW is the time to leverage these five "Push Button Profit" points.

If you do not adapt to the New Game challenge you will be left behind.

Lead the way. Become THE game changing company in your industry.

You're a player.

You can change the game.

I look forward to meeting you on the field.

Mitch Axelrod, CEO -- Chief Encouragement Officer™

Creator and Author, The *NEW* Game of Selling™

P/S ~ Want a 2nd Opinion?

If you're READY to push one or more of these five customer leverage buttons, we invite you to experience a private 2nd Opinion™ conversation. Limited availability. Secure yours today.

Email: help@thenewgameofselling.com put 2nd Opinion in Subject Line

Visit: <http://thenewgameofselling.com/2ndopinion>

P/P/S ~ Here's what leading business experts like Fran Tarkenton, Brian Tracy, John Assaraf and Jay Abraham say:



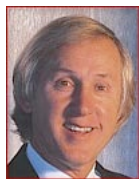
"My good friend Mitch Axelrod is one of the foremost authorities in sales and marketing in the United States today. Mitch has trained more than 100,000 men and women on peak performance selling skills. He is responsible for boosting more people into the ranks of the top 10% than almost any other trainer alive today."

~ Brian Tracy, America's Peak Performance Trainer



"In my 25 years at IBM, having Mitch work with us is one of the most valuable things we've ever done."

~ Mike Buoscio - IBM Regional Vice President



"Mitch is the best in the world at making the business game simple and effective. The 'Breakfast with Fran' calls we did with Mitch are our best ever. Mitch is the best person I know in the world to talk about marketing and sales. Listen to him."

~ Fran Tarkenton, NFL Hall of Fame Quarterback and Multiple Business Owner



"Mitch conducted three of the most heavily attended and laudatorily reviewed conference calls we ever sponsored, with 200 marketing consultants in one day. His seminar is two of the most illuminating and expansive days you will ever spend. If you want to be a business Green Beret, and increase sales, call Mitch."

~ Jay Abraham, President, Abraham Publishing



"Right after listening to Mitch's one hour, One Coach Clinic, a woman business owner inked a \$140,000 contract she said was a direct result of what Mitch taught! His 'Love, Serve, Deliver' model is changing the game of business."

~ John Assaraf, Founder of ONE Coach, Best Selling Author, star of "The Secret"



"Totally, totally mesmerizing. You were absolutely fabulous. I could have stayed with you for another six hours. It wasn't just informational. It was transformational. You are incredibly sharing. It was one of the best lectures of any type I have ever heard in my life. Thank you so much."

~ Dr. Rob Gilbert, Professional Speaker and Professor, Montclair State University



"All I can say is 'Wow!' You gave so much practical advice I couldn't write fast enough. The NEW Game™ is more than a message. It's a movement. Your business strategy is right on the money. Thanks again for giving our small emerging business owners an experience they will never forget."

~ **Greg Williams, Former Business Director,
New Jersey Department of Commerce**



"Mitch Axelrod is the Bruce Springsteen of personal development. He spills his guts and soul in every presentation. He is unwavering in his passion to give you what you've come to hear. I interviewed him for two solid hours, and the audience begged for more and more. Run, don't walk, to hear him speak."

~ **Alex Mandossian, President, Heritage House Publishing, Inc.**



"Spectacular. Your message is one of international change in the way we do business. I was on fire after your call. Once again, you blew us away."

~ **Ken Foster, CEO, Shared Vision Network**