

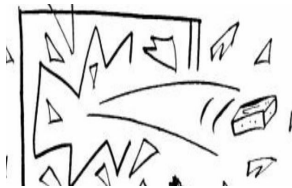
## GJABIZ Seven Steps of Remote Persuasion (Selling)



**Step One. Choose your TARGET.** This represents your potential customers. You are looking for one, like finding Waldo in the books. You want the one person to BUY. Where are they in the crowd? What are they looking for? What can you do for them? What is it you have they might want? Once you know who you want for a customer, then you have to know what they want, and WHERE to find them.

Who is your ideal customer?

**Step two. Locate the place to INTERSECT with them.** You want to intersect with your target on their path, where they are at. Like this picture they may be in the crowd, you want to bump into them, and get their attention. You have a very brief window of opportunity to do that.



**Step three. Create a PREOCCUPATIONAL INTERRUPTER.**

Like throwing a brick through a window, you need to get their attention. Attention is fleeting, you have to get their attention and KEEP it, grab their hand and walk to the slippery slope and let them slide down to the BUY button and they so quickly and willingly use that button to buy now.

**Step four. Keep attention with MIND AND HEART appeals.** Time to win their hearts and minds. You give them emotional reasons along with logical reasons and use the time tested and proven techniques of persuasion and influence. In Step One, you identified your ideal customer, and you know what they want and now give a lot of thought to WHY they want. Then create your intersection and grab their attention and win their hearts and minds, and then their wallets and pocketbooks.



**Step five. Give them an action, a CHOICE.** After intersecting with your promotion, they have a choice to either buy or not buy. Allow them to buy. Use strategies which have been proven to help them come to the BUY decisions, like time limits, scarcity, or loss. Elmer Wheeler had a point, don't ask IF ask WHICH. So you can often create a choice which makes it easier for them to buy now.

**Step six. CONGRATULATE them on their decision.** Reinforce their action with positive direction, praise. Up sell. One of the best times to upsell a new customer is at the time they made the decision to buy. It is the reason why you see so many marketers using OTO (One Time Offers), Also a good time to give an unadvertised BONUS, to stick the sale and make them a happy customer.



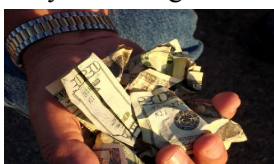
**Step seven. SATISFACTION. Keep em happy.** One of the most important assets you will ever have is a happy customer. Give them what you said you would and more. Surprise them with your quality and show you care. Once you have a satisfied customer, the LIFETIME value could be a sizable amount of income for you. You win, when you help them win.

These seven steps can be compared to the old world sales formula known as AIDCASR. This stands for: ATTENTION, INTEREST, DESIRE, CONCLUSION, ACTION, SATISFACTION and REPEAT BUSINESS.

That is a pretty good old world formula, the 7 Steps Outlined here are more of an update to how people spend their time, and money in today's connected world. So many distractions. Fortunes have been made using REMOTE SELLING PRINCIPLES.

And with the Internet, you can have customers around the world you will never meet and often, may never even know their names.

Each of these steps deserve their own volume. This is just a thumbnail sketch, it is an idea stimulator to get you to think about what you are doing, or trying to do and how, if you follow these tested and proven 7 Steps it can lead you to a significant amount of



And if this is what you are after, then follow the 7 Steps and prosper.

One last point, SATISFACTION is the best step in the process, keep enough people happy they bought from you, you'll do very well in this world. If you would like more info about any of the 7 Steps, contact me. Gordon Alexander [gjabiz@yahoo.com](mailto:gjabiz@yahoo.com)