



Mike Pagan Professional Speaker - Turning people off tips Sheet.

Turning more business on by turning people off!

As a nation we have a never-ending desire to be friends with everyone and we tend to become upset when a business or an individual doesn't appear to like what we are saying or doing. Well - 'get over it'! You were not chosen first to be part of the school team or club, so why should it be any different now your are in business.

It is very good to turn people off because: -

1. It doesn't waste their time
2. More importantly it doesn't waste yours; time is the most important asset your business owns.

We waste too much time trying to do the right thing by other people who may or may not be interested in what we have to say or promote. We should be focussed on those that are willing to build a relationship and want to work with us over the long term. How much more business could you get from your A1 Clients if you gave them just 5% or even 10% more attention?

For most of us business is all about relationships – which means **belief** or **trust**. Do I 'the client' **believe** that you 'the supplier' will deliver 'x' product or service on time and to the right standard as ordered?

Don't think that because your business is based around e-commerce that this does not affect you, it is even more important that the clients' expectations are managed throughout the process. If it is a positive experience they will come back time and time again.

Give your clients the excuse to want to continue to do more business with you.

Good Luck growing your business.

Mike Pagan

Mike Pagan has been in business long enough to know what fails to happen often enough. He speaks on the following subjects:

A recent Soundbit from one of Mike Pagan's talks can be found at <http://www.mikepagan.com>

The Right Sales Pipeline - Mike believes companies should concentrate FULLY upon 4 or 5 key marketing methods in order to gain new clients.

Your A1 Clients - We all want them, but do we know who they are, when they buy and why they buy?

Celebrating Success - Not many businesses do. life's meant to be enjoyable, so is your business.
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