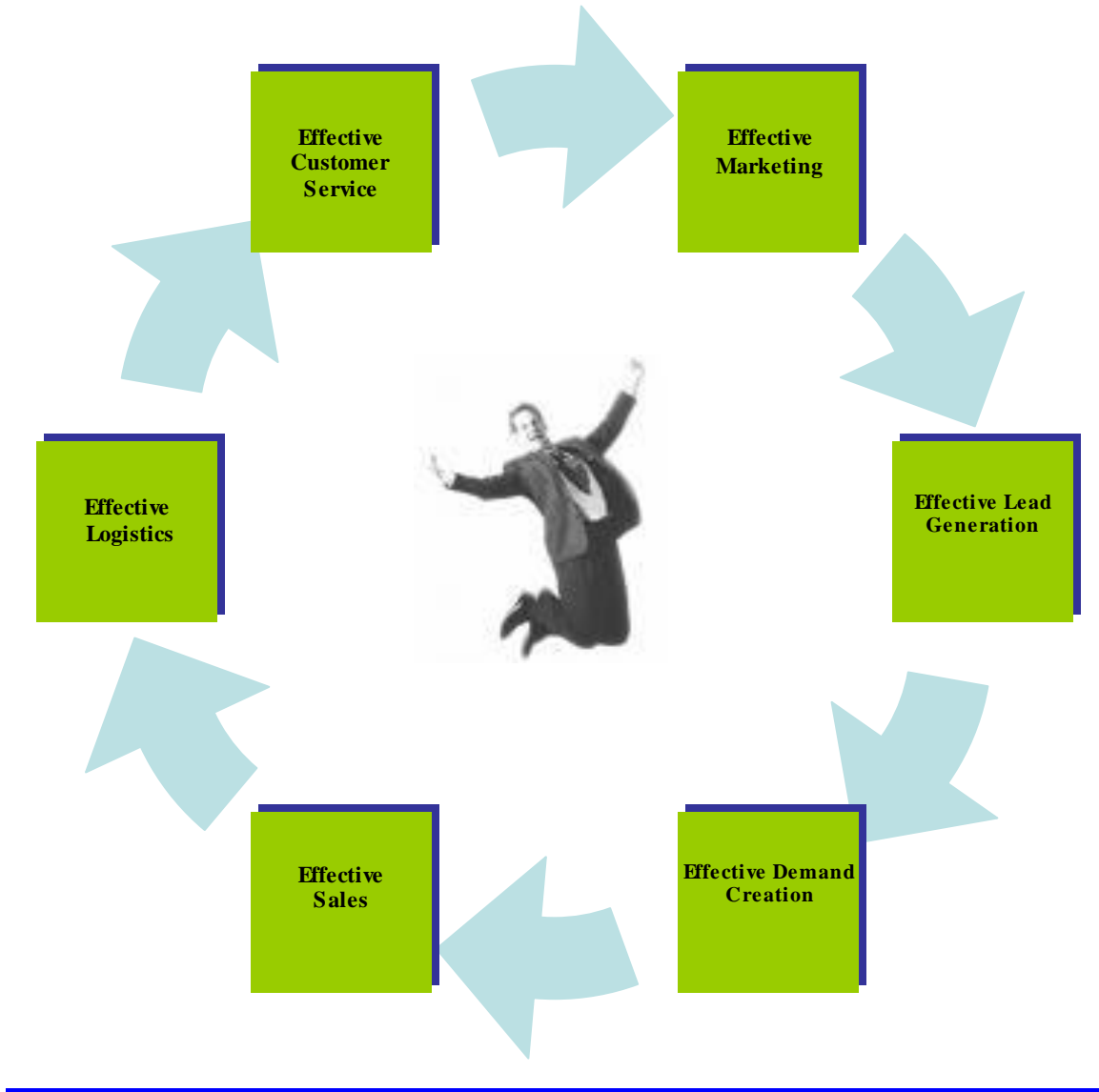


# ***BUYING MODEL 3G***

## ***"The New Millennium"***

### ***Version***



# **The 3 Biggest Mistakes that will cost YOU and YOUR Company:**

- ✓ *Millions of \$\$\$ in Lost Revenue*
- ✓ *Months of Wasted Time & Efforts*
- ✓ *Hordes of Unhappy Customers*
- ✓ *Armies of Disgruntled Employees*
- ✓ *Mountains of Disappointment & Frustration...*

*(and you won't even know what hit ya!?)*

**...And How These 3 Mistakes Can Be  
Easily avoided in this new world of...**

**- BUT ONLY -**

**If You Know What Most Important Components  
you should bear in mind  
BEFORE  
You Start (or Continue on) with your Marketing  
and Selling efforts!**

**This FREE REPORT contains EXTREMELY VALUABLE  
information.**

**It will reveal THE NEW RULES about YOUR Customer's  
Buying Cycle and YOUR Supply Chain Model  
that was NEVER revealed to you before.**

## **Top 10 things**

**that you will be able to master, as soon as you finish reading this “Breakthrough” Report:**

- **The Biggest, Most Impactful problem in your Industry.**
- **How it affects your bottom line and your profits.**
- **New Rules of Supply and Demand and how you can use them to your advantage.**
- **New Approach to Buying and Selling Cycles in the New Millennium.**
- **How to learn from your Competitors’ mistakes and win the battle for the Customer EVERY TIME - today and tomorrow.**
- **How to properly introduce your Offer to your Customers, turn their attention to YOU and AWAY from your Competitors.**
- **Changes and controls necessary to have in your Business structure, in order to stop losing Sales, Clients AND your own Employees!**
- **How to align your Vision with what your Customer wants.**
- **How to coach and motivate your Teams, so that THEIR performance would explode.**
- **How to establish a WIN-WIN relationship with your partners and make them a part of YOUR Success Team.**

**Warning #1: The exposure to this valuable information may cause an unfair advantage over your competition and has a potential to increase your bottom line profits beyond your wildest dreams.  
(Reader discretion is STRONGLY advised!)**

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# Introduction: The Story About Two Competitors

Once upon a time, in the Industry not so far away,  
2 Companies decided to go head-to-head against each other in a fierce battle for market domination: Company B and Company A.

## A Story of Company B



Company B relied solely on their own internal sales and marketing mechanisms. They used referrals, advertised in newspapers and on the Internet and they were fully content with quality of customers they would find. They liked to proudly declare to others,

*“Luckily for us, we never ever had to go outside for any help. We totally trust our Sales and Marketing Teams because they ALWAYS bring us perfect customers RAVING about our products and services.”*

Company B strongly believed that their current state of things was perfect. They never changed their Sales and Marketing processes and their executives used to say to themselves, “We are comfortable where we are, we occupy a sizeable market niche, we are paid well, our customers are happy. And if it ain’t broke – why fix it?”

## A Story of Company A



Company A played a totally different ball game. They were never happy with their current results. They believed in constant improvement of their internal processes and they spent a lot of time, money and efforts analyzing their market and their competitors. Company A never relied on their internal sales and marketing mechanisms. They would diversify. They would use a combination of internal and external initiatives and strategic partnerships with other market leaders. They would allocate significant budget for that. They would strive for perfection. They were constantly working on and improving their approach to Selling and Marketing, and they spent a lot of time and efforts meeting, strategizing and working together with the Top Players in the industry.

One day, something strange started to happen to Company B. No matter what they'd do, their market presence was getting slimmer and slimmer, their Stock Market shares got cheaper and cheaper, and their best employees started deserting them in bundles and droves...The Execs at Company B realized that they were plagued by The Dark Force. However, even after realizing that something was going wrong, they did very little to resist the Evil. They chose to freeze in indecision instead.

Before long, Company B got acquired by company A and all staff that worked at Company B got laid off...  
The end.

\* \* \*

Sounds familiar? Did this story make you feel worried a little bit?  
Maybe even made you feel a little uncomfortable?  
Well, if it did – we apologize, we didn't mean to scare you – that  
was NOT our intention at all.

And don't worry – you are not alone! We were there, too.  
We've lost our share of battles in our careers (especially during the  
IT industry crash at the beginning of this millennium – remember?)  
As a result of that crash, we almost lost everything we had and felt  
exactly like those folks from Company B.

Things were getting worse, and worse, we were getting  
discouraged, frustrated and miserable, and almost given up  
hope...And we've searched for the cure to our misery, searched for  
the answers as to why it was happening to us. We've searched, and  
searched - high and low, in the darkest corners of the Universe...

UNTIL...ONE DAY...

We have stumbled on to THE SECRET that was the answer to all.  
The SECRET that helped us overcome the Dark Force and Expose  
the Source of All Evil...

...And, once we've discovered that secret the Dark Force was gone  
forever...The wool over our eyes was lifted! ...And, from that  
VERY moment on – EVERYTHING STARTED TO  
CHANGE...AND NOW IT ONLY GETS BETTER AND  
BETTER EVERY DAY, EVEN AS YOU'RE READING THIS!!!



...And we will gladly reveal this SECRET to you folks – for  
FREE! How about that?

(All we ask is that you read this report until the end – that's all!)

That's what it boils down to:

What if we offered you an easy, step-by-step solution to all of your customer engagement problems, so that all your existing pains would melt away and your frustration would turn into pleasure...

Would it be worth reading further?

And better still – what if it didn't cost you  
**A SINGLE PENNY?!**

**Warning #2: If you feel like you are one of the Executives from  
Company A, you don't need to worry.  
You are on the right track already!**

**But if you see the symptoms of Company B in either yourself  
or your company, or both –  
you MUST continue reading...**

So, let's analyze the story. What happened here? What can we learn from it? And how to avoid the crucial misconception and attitude mistakes, not to end up like Company B?



Vs



If you decided to continue reading – congratulations! You are on the right path of improvement, and the future of you and your company is starting to improve **RIGHT NOW!** Moreover, we have a **SURPRISE** for you at the end of this **FREE REPORT**, so press on...

But please be aware that it is also **EXTREMELY IMPORTANT** that not only you read everything carefully, but also try to understand and analyze everything **BEFORE** you start making **ANY** decisions or take **ANY** actions.

**Warning #3: If, after reading this you decide to ignore it, and  
get back to the old ways of being 'HAPPY-GO-LUCKY'  
and totally satisfied about your current state of things – Force  
Be With You!  
Don't say that you haven't been warned!!!**

**Your future success or failure starts here – and it's totally up  
to you which way to turn!**

# Chapter 1. I Want To Change, But Where Do I Start?

OK, you've decided to listen and we've got your attention for a couple of minutes – that's good.

'But what's in it for me?' – you'd ask. Wait and see, my friend!

Let's move on...

Do you remember what happened in the story? Company B got totally crushed by Company A. Why? What did company A have over Company B, besides the difference in attitude?

Let's review this again:

Company B strongly believes that their current state is perfect.  
Company A is never happy with their current results.

Company B never changes its sales and marketing processes.  
Company A believes in constant improvement of their internal processes and external partnerships.

Company B thinks... (the key word is 'thinks' here) that they occupy a sizeable market niche, and that's why they don't see why they should spend money on change.

Company A believes in constant improvement of their sales and marketing processes and they spend a lot of time, money and efforts analyzing their market and their competitors.

Company B relies solely on their own internal sales and marketing mechanisms. They use referrals, advertise in newspapers and on

the Internet and they are fully content with quality of customers that they find.

Company A never relies on their internal mechanisms. They diversify. They would use a combination of internal and external initiatives and strategic partnerships with other market leaders.

...And so on, and so forth...  
Do you see the pattern here?

Because of all the above reasons, the outcome is inevitable:

‘Before long, Company B gets acquired by company A and all staff that worked at Company B gets laid off... The end.’

Seems like THIS is what’s going on in your industry right now, isn’t it?

Well, let’s see...

While working with various Customers, we’ve come to the conclusion – time and time again – that the most common source of their frustration comes from misunderstanding of the buying cycle, the sales funnel and the supply chain mechanisms.

So, before we move on any further, let’s start with the definitions and make sure that you and us are on the same page here.

What is the Buying Cycle? Well, in layman’s terms, it’s a process that the Customer goes through in order to buy something.

Take a look at the chart below:



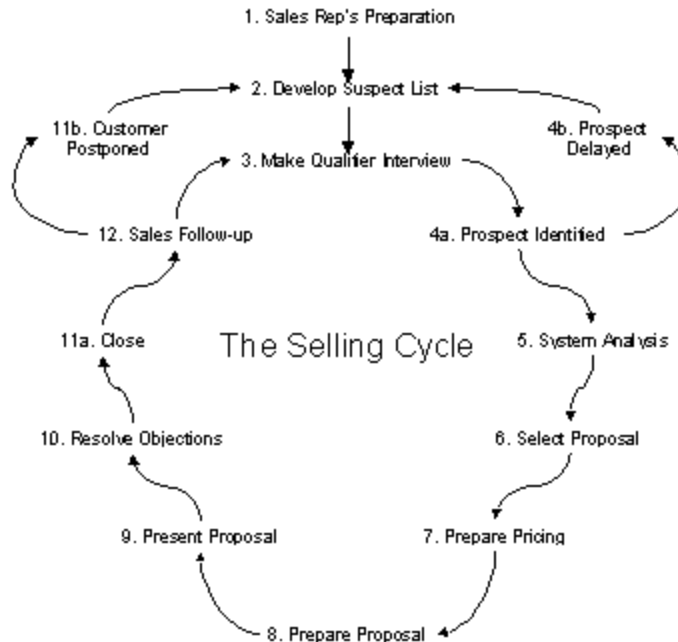
As you can see, the Buying Cycle consists of the following steps that happen in a certain order, one after another:

1. Awareness of Needs.
2. Assessment of Alternatives
3. Alleviation of Risk
4. Decision
5. Achievement of Results

Now, one should be aware of two things here:

The way Customers buy hasn't changed.  
It's the way they think about buying and selling these days – that's what changed, and keeps changing as we speak.

Now, let's look at the Selling Cycle, or rather the way it used to be in the past:



The Selling Cycle used to consist of the following steps that had certain variations at the beginning and at the end of the cycle:

1. Sales Rep's Preparation
2. Develop Suspect List
3. Make Qualifier Interview
- 4a. Prospect Identified
- 4b. Prospect Delayed
5. System Analysis
6. Select Proposal
7. Prepare Pricing
8. Prepare Proposal
9. Present Proposal
10. Resolve Objections
- 11a. Close
- 11b. Customer Postponed
12. Sales Follow-up

Notice the difference between the Steps in the Buying Process vs. the steps in the Selling Cycle? It's obvious – there's more than twice as many steps!

We will not comment on it for now, but let's make a mental note of it – shall we?

### Good Ole' Times

So, the way Customer used to buy in the past looked like this:

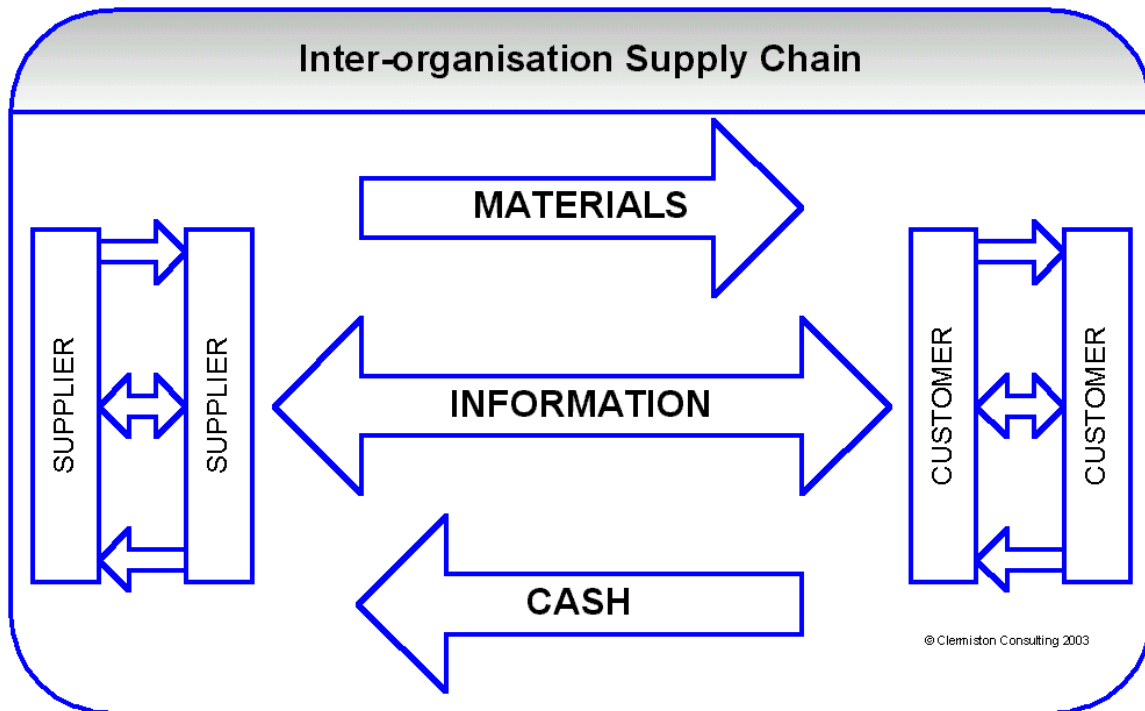
The Customer had the need. They would contact or select a particular Vendor whose Sales Team attempts to push them through their Selling process, and then get their product or service delivered to them via a certain supply chain.



WIKIPEDIA  
The Free Encyclopedia

*Supply Chain* or logistics network is the system of organizations, people, technology, activities, information and resources involved in moving a product.

Here's a basic example of a supply chain example for you:



Just for the simplicity sake, if we look at the Buying/Selling cycle of any product, solution or service, it always has these 3 main components:

- 1 – The Customer (also called “the consumer” or “end user”)
- 2 – The Vendor (again, according to Wikipedia, it can be “anyone who provides goods or services to a company in a Supply Chain, such as manufacturer or a 3<sup>rd</sup> party, i.e. a wholesaler, reseller, retailer, etc.)
- 3 – The Supply Chain mechanism (see definition above)

### **Confusion Times**

Right now, in this New Millennium, Customers are being constantly approached by Vendors’ Sales and Marketing teams, Supply Chain’s Sales and Marketing teams and bombarded by advertising messages coming onto them through every medium possible – regardless of whether they have any needs awareness or not. This is a very confusing time for us as consumers. We don’t

know what products or services are good for us anymore, and the worst thing is that we don't know who to trust. With all this abundance of supply around us – we are challenged more and more every day with the Problem of Choice.

So, if you are in the business of delivering Goods and Services to your Customers, you should be aware of what your Customers are dealing with these days. Because the Customers don't know you, they don't know if they should trust you or not. They don't know if they like you or not. So they take an easy way out – either by taking a “NO Approach” and just stop buying completely, or they take a “LOW and SLOW Approach”, only giving them to someone with the lowest price and after long and hard consideration.

In this new situation, if you or your company is a part of the Vendor's Team or a Supply Chain mechanism, you only have to options:

- 1- Wrestle your Customer to the ground in order to make them buy stuff from you, or
- 2- Drop your Price (and you may as well drop your pants down while you're at it!) and almost give away your product or service for nothing, or next to nothing, in order to gain the Customer's trust.

Now, our **BIG** question to you is this:

**HOW SUCCESSFUL ARE YOU IN  
YOUR SALES AND MARKETING  
EFFORTS?**

Is there anything wrong with your current situation? Can you sleep peacefully at night? What bothers you? What makes you uncertain about YOUR future?

We promise to tell you EXACTLY what's wrong if you read the next chapter.

# Chapter 2: The Biggest Industry Problem and The 3 of Your Biggest Sales and Marketing Mistakes

If you remember, we've already said this to you earlier:

*The way Customers buy hasn't changed.  
It's the way they think about buying and selling these days –  
that's what changed, and keeps changing as we speak.*

So, the biggest Industry Problem that you are facing is this:

**The World has changed and your  
Customers' thinking about Sales and  
Marketing has evolved.**

However, you are still using the same techniques to reach them that worked in the last century.

We will name all of your “outdated methods” for you:

- Sending out fliers;
- Canvassing;
- Cold calling;
- Telemarketing;
- Buying leads;
- Paying for Pay-Per-Click campaigns;
- Brand-pushing;
- Overcoming objections and even (don't be surprised!)...
- Closing.

I know that you may disagree with us, but please trust us on this:

All of this may have worked 50 years ago, even 10 years ago, but it does not work in today's economy with fierce competition over the customer's attention. And if you don't try to analyze your current approach and change it **AS SOON AS POSSIBLE** – you will fail, the same way as Company B!

You already know that this process leads to nothing but failure, and your competition will gobble you up in a heartbeat if you don't change this disastrous formula!

If you start fidgeting, if you are getting impatient by now – we apologize. By this time you are probably **DYING** to know 2 things (or, at least you should be!):

**1. WHAT'S THE BIG SECRET?**

(We're not gonna tell you just yet – we promised a surprise at the end, remember?)

**2. WHAT'S THE BIGGEST MISTAKE IN THE PROCESS OF COMPANY B AND WHAT SHOULD I DO TO AVOID IT?**

Well, how about this:

Your Number 1 Biggest Sales and Marketing Mistake is thinking that **YOU CAN PLAY BY THE OLD RULES AND STILL WIN THE GAME!**

Surprised? Well, just look at the methods you are still using:  
Telemarketing, fliers, buying leads, pay-per-click traffic, etc.

It's been proven by Statistics that the effectiveness of these old methods is under 1%, and these days it's getting worse and worse. So, thinking the old way is not only ABSURD and RIDICULOUS – it's DISASTROUS!

What, do you think if you send out more fliers or solicit more customers, your Sales will improve? NO, THEY WON'T!  
You can upset larger number of people this way, but you will not convert them into paying customers!

**STOP TREATING SALES AND MARKETING LIKE IT'S JUST A NUMBERS GAME – 'CAUSE IT'NOT!**

Just like any other process within your company, Customer engagement is also a process. In part, it's a science. In part, it's an art, but it is still a process – not an event! So it can be measured, it can be improved, and it can be optimized to give you MAXIMUM RETURN ON INVESTMENT!

If it was just a numbers game – the Lead Generation companies, Call Centers and Marketing firms would cease to exist – wouldn't you think so?

The world, as we used to know it has changed forever.  
In fact, it keeps changing all the time, even as you are reading this!

Let us show you where it's going. What's happening right now is that all the parts in the Buying and Selling Cycles are becoming more and more interconnected, through the advent of Web 2.0, Social Networking, merging of mass media channels and various technologies.

Integration is the way of the future, and the Buying Model of TOMORROW is shaping up today, as we speak!

You see, your competition does not believe that it's just a numbers game – they are trying to get better at it, they are trying to polish themselves each day and each night – why DON'T YOU?

Your Number 2 Biggest Sales and  
Marketing Mistake is  
**YOUR REFUSAL TO RECOGNIZE THE  
OBVIOUS!**

**IT'S TIME TO STOP LYING TO YOURSELF!**

If you are losing to competition it means that they are DOING SOMETHING RIGHT – that's all.

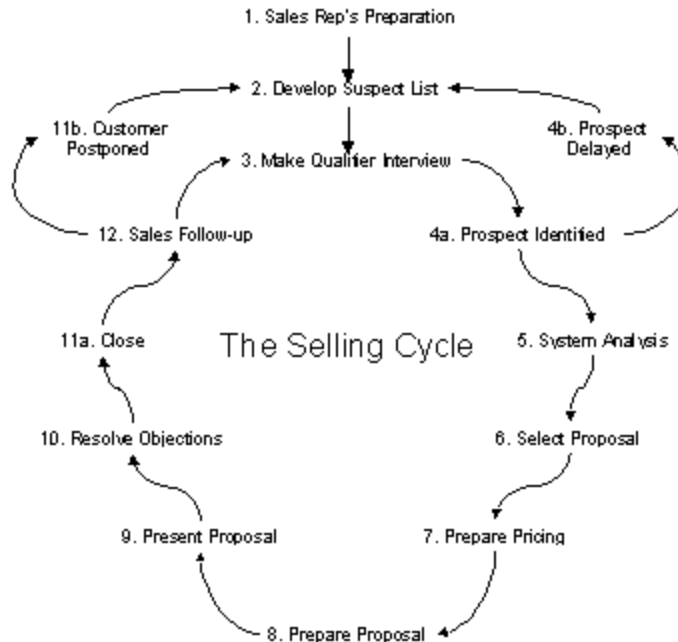
Well, hopefully, by now you understand that in order to become a better company and stay competitive, you need to find ways to attract, engage, grow and retain LOYAL Customers...  
And you have to find ways to ALLOCATE BUDGET for that, too!

WHAT ELSE?

Your Number 3 Biggest Mistake is  
**DOING THINGS THE HARD WAY**

We'll tell you why you keep making the same mistakes with your Customers all the time – because you don't know what Customers want these days!

Let's look at your Selling Model again for a second:



Ask yourself: how come that the Customer's Buying Cycle only has 5 Steps, whereas your Sales Team has to go through 12+ Steps in order to "Close" the Sale?

Huh?!

Because there shouldn't be 12 Steps in there – that's why!  
Hey – give your Sales people a break, guys! That's not what you've hired them for in the first place!

In order to gain Customers' trust and stop "wrestling them to the ground" into buying from you, the Customer's Buying cycle and your Selling cycle must become synchronized.

Let's analyze this together, shall we?

Please pay attention here – better still, write this down:

In order to increase your Sales, you should stop selling and start sorting.

Let us repeat this, in fact, as this part is VERY, VERY IMPORTANT:

## **STOP SELLING – START SORTING!**

What you should start doing immediately is this:

Break down your Teams into more parts, according to how the Customer makes their buying decision – and mirror that in your marketing and selling approach!

Name your new Teams this way:

- Marketing Team
- Lead Generation Team
- Demand Creation Team
- Sales Team
- Logistics Team
- Customer Service team

Under this new Business Structure, each Team will be only responsible for 1 Step in the Buying cycle. The benefits of this Team restructuring will be many:

- increased profits,
- happier personnel,
- more focused team efforts,
- improved Customer experience, and
- stress-free environment – for you and for your Customers.

So if your Marketing Team was supposed to create your Customer's desire to buy things from you - these days, in a NEW Buying Model of 3<sup>rd</sup> Generation, your Marketing Team should work in conjunction with your Lead Generation and Demand Creation Teams.

## NEW TEAMS FUNCTIONS AND RESPONSIBILITIES

**Lead Generation Team** should collect the leads, developed by Marketing, then qualify, sort them and tag them. Yes, they should literally LABEL THEM, according to where your Prospects are in their Buying cycle.

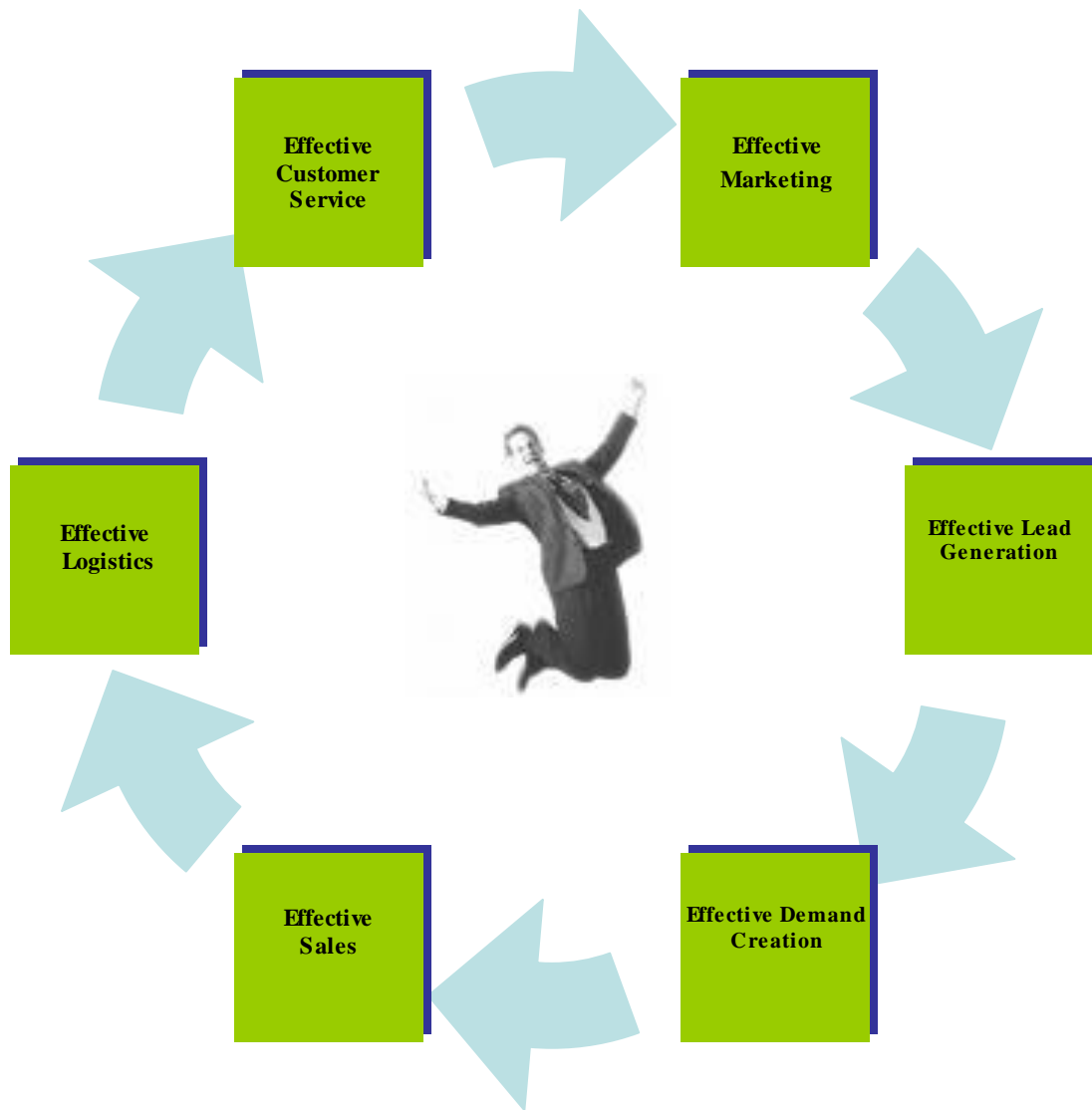
**Demand Creation Team** should then take over and work closely with the Customer's Teams and Vendor's Teams, in order to educate, present options, help Customers select the best solutions for them, and further qualify their readiness to buy.

**Sales Team** gets engaged only at the stage when Customers are really ready to buy, and the Sales Team's responsibility is to **make it easy** for the customers to buy your product or service.

**Logistics Team** then seamlessly delivers the products, in conjunction with:

**Customer Service Team** that ensures that everything runs smoothly and that the Customer is happy and well taken care of at each and every step in the process.

So, the best companies in this new Buying Model 3.0 will be those who understand this new, multi-dimensional and intertwined model and integrate more parts into one cohesive flow.

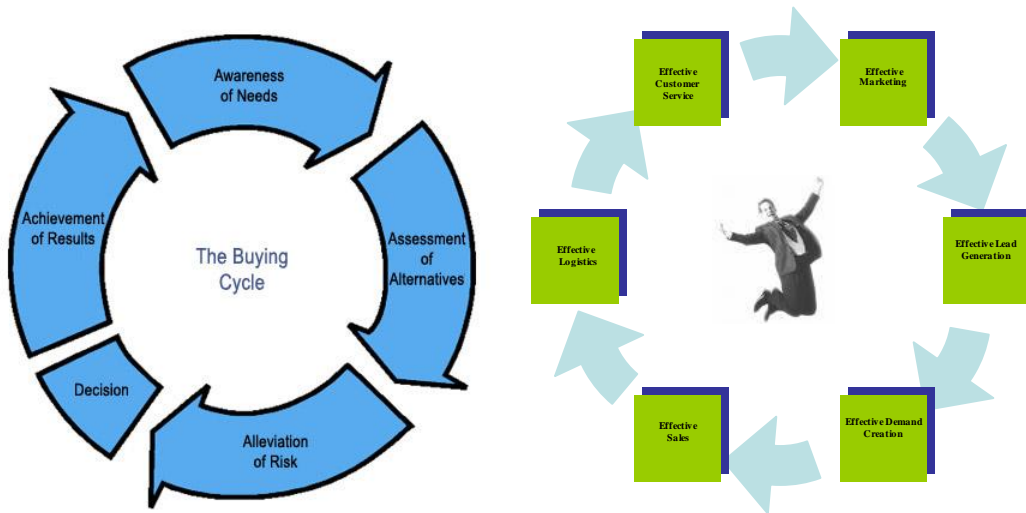


Let us summarize the functions of all components in this new Buying/Selling Model for you:

- 1 – Marketing Team - generates desire
- 2 – Lead Generation Team - collects, qualifies and sorts leads
- 3 – Demand Creation Team - educates, connects Customers to Vendors, presents options and qualifies readiness to buy
- 4 – Sales Team - makes buying easy
- 5 – Logistics - seamlessly delivers
- 6 – Customer Service - ensures Customer Satisfaction

Notice something interesting about this new model?

Yes, you got it! It has exactly the same number of steps as the Customer’s “Good Ole’” Buying cycle, except for the 6<sup>th</sup>, Post-Sales follow-up step that ensures that the Customer is happy. Compare the two together, next to one another:



Now do you see how it makes much more sense?

Let’s align and compare these two together in a Table:

<b>The Buying Cycle</b>	<b>Buying Model 3.0</b>
<b>1 – Awareness of Needs</b>	<b>1 – Marketing Team - generates desire</b>
<b>2 – Assessment of Alternatives</b>	<b>2 – Lead Generation Team - collects, qualifies and sorts leads</b>
<b>3 – Alleviation of Risk</b>	<b>3 – Demand Generation Team - educates, connects Customers to Vendors, presents options and qualifies readiness to buy</b>
<b>4 – Decision</b>	<b>4 – Sales Team - makes buying easy</b>
<b>5 – Achievement of Results</b>	<b>5 – Logistics - seamlessly delivers</b>
<b>6 – Customer Satisfaction</b>	<b>6 – Customer Service - ensures Customer Satisfaction</b>

As soon as you align your Teams with the Customer's Buying cycle – things will start changing for you – you'll see for yourself!

Do you want proof of that?

How about this:

Start your day tomorrow with a joint meeting of your Sales and Marketing Teams together and ask them what they think about Buying Model 3.0.

You can put their Comments on our Blog here and brainstorm your ideas and your Team members' ideas together with other visitors that come to our blog:

[Visit Digitizer Group Blog and Leave your Comments](#)

## Chapter 3: How Do I Make It Effective?

You're probably wondering: Now that I "broke down" my Teams into parts, according to my Customer's Buying cycle – how do I make those components effective?

Great question! We're glad you've asked!

1 – **Marketing** should be delivered through multiple channels and has to prove two things: that your solution uniquely solves your Customer's need and that it is superior to anything else that exists out there on the Market.

Your marketing message should come from a trusted source (like a celebrity or an expert – for instance, try asking an authority in your market for endorsement!) and through a channel or channels that your customers use the most.

In other words, if your target customers spend most of their time on Facebook, you may consider putting your Ad there and have some authority provide their Testimonials about your product on the Landing page, once your Customers get there, etc.

So, once again, your marketing message has to come from an Expert who would introduce the Solution to your Customers and endorse you or your Company as their Trusted Advisor.

To sum up:

- Marketing Message should be unique + superior;
- Comes through Customer's preferred medium;

- Validated by an Expert introducing you as your Customer's Trusted Advisor in your Market

What we're trying to emphasize is that, if you did this before, you should immediately stop. Stop sending junk mail, spam people or use telemarketers to solicit your offers! First of all, it does not work anymore. Secondly, it is becoming downright illegal! In fact, failure to cease those practices can only damage your business and your reputation as an owner of that business on a front end, and turn your Customers away from what you have.

The opposite is also true. A proper introduction through a trusted source, by a trusted Expert will make you go a long way in your industry and help you develop a multitude of loyal customers, with very little effort on your part whatsoever.

## 2 – **Lead Generation Team**

The folks on this newly-developed Team should be true “CRM Experts” and their systems and databases should do one thing only:

Deal with Customer Data, i.e.

- Collect Prospect's data from the Marketing Team
- Qualify as to where those Prospects stand in the buying cycle
- Sort them into “cold”, “warm” or “hot”
- Record everything and then:
- Pass them on to the Demand Creation Team

3 – **Demand Creation Team** should spend all their time trying to understand the Customer, educate them on their options, position

alternatives, engage them in conversation with Vendors' Specialists and Expert Teams, as well as further qualify their readiness to buy

4 – **Sales Team** should work very closely with Lead Generation and Demand Creation Teams, as well as the Vendors. Their function should not be wrestling with the Customers, but negotiating and recommending the best purchasing options for them, as well as answering their questions

So, in a nutshell, this is what their functions should be, as opposed to what they used to be doing in the past:

a) instead of “Convincing” customers to buy – wrong!  
negotiating and recommending the best purchasing options – right!

b) instead of “Pushing” Brands and Solutions down the customers throat – wrong!  
Answering their questions – right!

c) instead of “Overcoming” customers’ objections – wrong!  
Resolving their concerns – right!

d) instead of “Closing” – wrong!  
making it easy for them to buy – right!

5 – **Logistics Team** should work closely with Customer’s Purchasing Team and ensure that:

- The Delivery Order is created on time
- The Goods are packaged and ready to go, along with the Packing Slip, a “Thank You” note to the Customer and any possible coupons with discounts on future purchasing
- The Goods are delivered in the fastest and most efficient way possible

- The Shipping Customers should provide Tracking to the Customer and expedite the Goods to them in the most efficient way possible

And, the last but not the least:

6 – **Customer Service Team** should be engaged at this time and work very closely with Lead Generation and Demand Creation Teams, as well as all along throughout the whole buying/selling/delivery cycle. They should:

- Ensure that the Customer is completely satisfied with the way they are being treated;
- Make sure that all the “pieces of the puzzle” that we’ve covered earlier are functioning in the most cohesive and integrated way possible
- That the Customer’s resources, such as time, money and people are utilized in the most sparing way possible.

Their **only agenda** is Customer satisfaction, so post-sales surveys and calls to collect Customer feedback should be their most valuable assets that they could report to the Management and back to the Vendors and Supply Chain Management Teams.

# Chapter 4: The Secret To Help You Succeed

We bet you will start feeling even better about yourself when you actually start DOING it!

And now, without further ado, let us introduce to you, as promised...the Secret that we have discovered and that we had promised to reveal to you at the beginning of this report.

## **Are you ready for THE SECRET?**

- ✓ THE SECRET WE ARE ABOUT TO REVEAL  
WILL GIVE YOU POWER
- ✓ THE SECRET WE ARE ABOUT TO REVEAL  
WILL GIVE YOU JOY
- ✓ THE SECRET WE ARE ABOUT TO REVEAL  
WILL GIVE YOU HAPPINESS
- ✓ THE SECRET WE ARE ABOUT TO REVEAL  
WILL GIVE YOU MONEY
- ✓ THE SECRET WE ARE ABOUT TO REVEAL  
WILL GIVE YOU CONTROL

## **– BUT ONLY –**

If you pay attention to what we'll show you and do EXACTLY as we say.

Otherwise – it will not work!

If, after realizing HOW IMPORTANT the Secret is, you still continue doing things the same way you've always been doing – it will not help!

You might as well STOP READING this RIGHT NOW!

The Secret is very simple. In fact, we can summarize it in these 3 words:

## **BELIEVE IN YOURSELF!**

You see, overall most people have a very low self-esteem. By believing in yourself, you will start changing, until others start believing in you, too. The Secret is that WE ARE WHAT WE BELIEVE WE ARE. Moreover, WE CAN BECOME WHAT WE BELIEVE WE CAN BECOME. If we start thinking bigger, if we start believing that we can achieve much more, the universe will give it to us. Other people will feel it, too and will start helping us to achieve what we are striving for.

Once you get it – once you really internalize it – you will become very, very successful.

Now, a piece of advice for you:

Take your next Sales and Marketing Project and resist doing it the old way. Just stop before you do anything. In fact – do the opposite. Yes, do a complete 180 degree turnaround. Instead of doing it the old way – put your newly-obtained knowledge to action and share it with your Teams. Instead of hiding away from your employees – schedule a joint meeting with your Sales and Marketing Teams tomorrow, share this Report with them and ask them what they think about new Buying Model 3.0?

We guarantee: If you do that – you will feel great about yourself!! And, all of a sudden, things will start changing for you and your company.

Just make sure to read this report every day and start changing things around – little by little, one step at a time... Before you notice, you will no longer be afraid. Before you notice, you will have more time. Before you notice, you will have more freedom to do what you really want in life... Before you notice, you will...

[YOU fill in the blanks... 😊]

If you think this Report was helpful to you, please visit our blog.

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# More Tools To Help You Win



Dear friend,

Thank you for downloading this free report.  
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Sincerely,



Val Slastnikov



*\*We Help You Grow\**