



# What It Really Takes to Sell A Lot Product

A TeleSeminar for  
SpeakerNet News  
by  
Mitchell Goozé, CSP

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# Purpose

The purpose of this  
tele-seminar is to  
show you the one key  
to successful product  
sales

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# The Process

We will cover  
two things:

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## Professional Summarization

1. A summary of what others have talked about over the last 10 years

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2. Something no one has talked about... well at least not much

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Tom Antion says " ...most professional speakers make more money selling products than speaking."



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Experts disagree on what to sell



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What do you sell today?



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The better question is, what are your customers buying from you?



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In most cases, the answer is:  
**Information, knowledge and/or entertainment**

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How do they get it from you?

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Usually, initially, by hearing your speak



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Two key questions to increasing revenue:

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How can you generate more revenue each time you speak?



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Increasing revenue each time you speak comes two ways:



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Increase your perceived value so you can increase your fees, and/or...



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Sell products in conjunction with each speech

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Larry Wingut says if you don't have product you don't believe in your audience and/or your message



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He says product is not hard, and it is an obligation

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Selling product can allow you to take speaking engagements that don't have a full fee

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Selling product in conjunction with a speech can be done several ways:



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Sell products in advance to the organization whose event it is

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Sell products in the back of the room



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Get an exhibit booth at the event



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Take orders from attendees to ship product after the event

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If you sell to the attendees, how many will buy and spend how much?

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What should you offer for them to buy?

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Most experts agree that "systems" are best

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What quality level?



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The "product" needs to match your style



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No matter what approach you take, one key that virtually all experts agree on is ...

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Implement now ... perfect later



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The one drawback to all of these approaches is ... what?

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You have to be there  
to make money, which  
limits your revenue  
potential

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How can you  
generate  
more revenue  
without  
speaking  
more?



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Since my I entered  
professional speaking  
full-time in 1992, I have  
heard people talk about  
one dream consistently  
...

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Making money while they sleep



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The Internet has finally made that truly possible



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What do you need to be able to sell more products outside of speaking events?



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Products people want  
to buy and ...  
People who want to  
buy them

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You might think  
product is the  
problem ... it isn't

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The most important  
issue is having people  
to sell to

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The key to selling more products is to have a large list of people who value your ideas/message



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How do you build your list?



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Speaking a lot to large audiences helps, but it's not sufficient ... or the only way



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The simplest way to capture names is to offer something of value

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Speaking more to capture names is one key

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You can also build your list by referral



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What makes your content valuable?



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Electronic content delivery is the least costly but, there are reasons to use other methods



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Some messages are better delivered physically



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Other ways to add to your list include:

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1. Affiliates
2. Sponsored search
3. Organic search
4. Small classified or display ads
5. Direct mail
6. ...

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If you are going to spend money and/or effort to build your list, measure the results



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If what you send is  
valuable people will  
read it and share it

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If what you send is  
compelling, people will  
take action

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However, without an  
audience, what you  
say will have no  
effect

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## Purpose

The purpose of this session is to show you the one key to successful product sales

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The real key to successful product sales is to get a database of people who care about what you have to say

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So get started building a **BIG** list and ...

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Then you can worry  
about what else you  
might offer for them  
to buy

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"This is not rocket  
science."

Arnold Goozé  
Rocket Scientist, Retired



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