

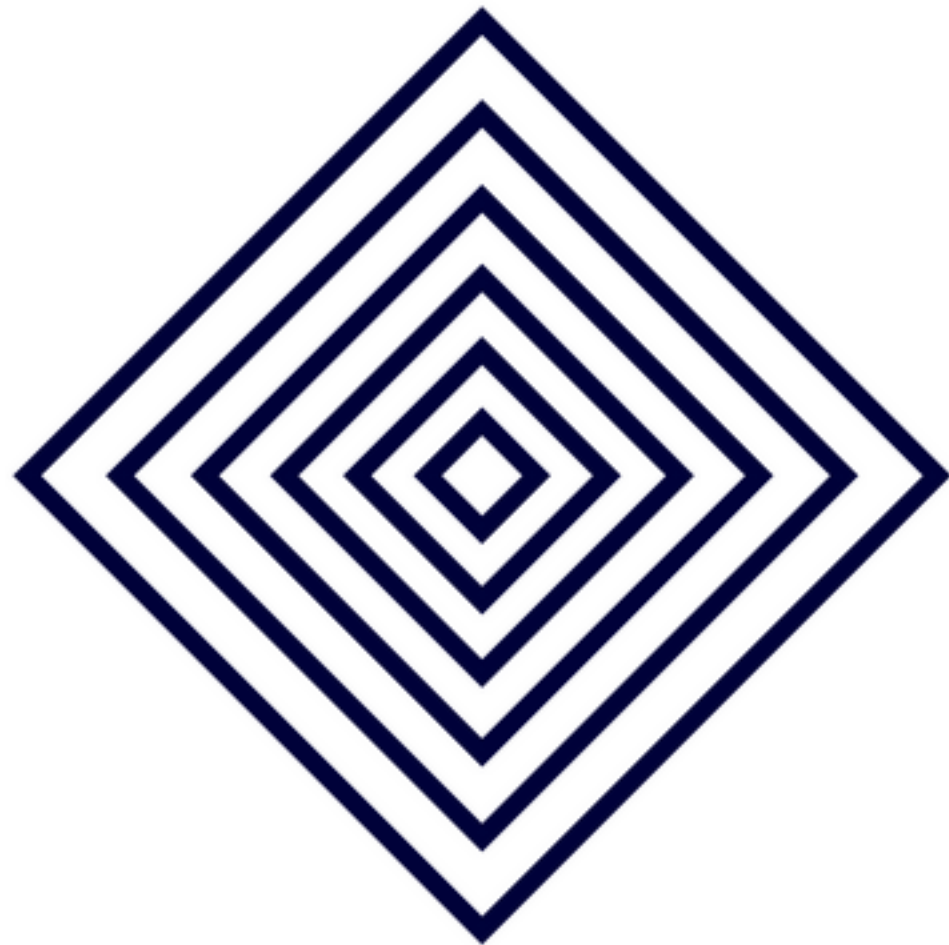
HOW TO SELL, NETWORK, AND MAKE MONEY

FIVE REASONS DISCOUNTS PUT YOU OUT OF BUSINESS

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OVER VIEW

- 0 THE INSPIRATION BEHIND
THE LESSON
- 1 CONFIDENCE KILLER
- 2 ENABLING ADDICTS
- 3 OFF BRAND PRODUCT
- 4 GOODBYE CREDIBILITY
- 5 SET YOUR MONEY ON FIRE
- 6 WHEN DISCOUNTING IS
NECESSARY



IT'S HOW MUCH?

WE'VE BEEN CONDITIONED AS
A SOCIETY TO ASK FOR
DISCOUNTS.

MOST OF THE TIME, WE WON'T
MAKE A PURCHASE WITHOUT
FEELING LIKE WE GOT A DEAL.

01

CONFIDENCE KILLER

If you had to receive a heart transplant to save your life, would you trust a surgeon that tells you he/she will offer you 30% off and free anesthesia?

If your answer was no...

Why would your customer trust what you're selling them if you're giving out discounts?





ENABLING ADICTS

DISCOUNTS ARE AN ADDICTION

Once you give your customer a discount, it will be extremely difficult sell your product or service without it.



02



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OFF BRAND

When you lower the value of your product or service lowers the perceived value.

Have you ever been shopping for a product and thought, "why is this so cheap?" After you analyzed the current price situation, did you purchase the discounted product?



04

GOODBYE CREDIBILITY

When your prospective customer sees you frantically punching numbers into a calculator to make a sale, what you're communicating is that you don't have the skills or confidence in the product itself to sell it at full price.





DE

JUST BURN IT

When you discount your products, you are also discounting your profits.

It's almost like taking the money you have now and the revenue from potential sales and setting an auto pilot fire pit of your hard earned dinero.



WHEN CAN YOU DISCOUNT?

Discounting is appropriate
when your primary focus is to
date your customer before
marriage.

EXAMPLES:

PRODUCT SPLINTERING

LEAD MAGNETS

FESTIVALS



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JOIN THE SALES MOVEMENT

**REGISTER NOW FOR THE LIVE
WEEKLY COURSE**

CONTACT YOUR INSTRUCTOR:
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