

Bonus #4: Dangerous Selling -- A New Way to Increase Your Profits

One day a woman walked into an arts and crafts business and asked about a serving tray she had seen in the window of the store. The owner looked up at her and said, "Give me your name and address and I'll send it to your house tomorrow morning."

The woman stood there, stunned.

I was watching the whole scene and was truly hypnotized.

"Well, I'm just curious about it," she said.

"I'll send it to your house tomorrow and you can take a good look at it," the owner said, politely but firmly.

I waited, thinking the woman was going to blow her lid, read the riot act to the store owner, or just walk out in a cold huff. Instead, the woman gave her name and address to the owner.

"You are very brave," I said, after the woman left.

"I am?" the shop owner replied, smiling. "Not really."

"But that woman was just looking," I persisted. "She wasn't interested in buying and you put a gun to her head, so to speak."

"She would not have asked about the serving tray if she were not interested in it," the owner explained. "I'll send it to her house tomorrow with food on it, and a bottle of wine. She'll buy it."

"How do you know?" I asked.

"Think about it. She is already interested in the tray and said so herself. And she gave me her address. That right there is solid proof she really wants it. When I send it to her, she'll feel obligated to me to consider buying it. When she sees food and wine with the tray, with my compliments, she'll be nearly shamed into buying it. She'd have to be a royal witch to not buy at that point, and no royal witch would have submitted to my request for her name and address."

"Lord, man, that is dangerous selling," I said, impressed.

"Just how much do you believe in your product is the real question," he explained to me. "If you know you have something valuable, and you meet someone clearly interested in it, why not be assertive and put it into their hands?"

I paused and considered what he said. I could see his point. I had to admit that I wasn't always as bold with my own selling. It made me consider that if I really believe in what I do, why not be politely forceful about it?

You can apply this method to online sales as well as off line businesses. It's a matter of showing your confidence in your goods by guaranteeing your work, being willing to send out product for examination first, and so forth.

And don't think some daring---or should I say confident---businesses aren't already doing this. One day I ordered an expensive magic trick from a website. They were new and didn't take credit cards. Yet they sent the trick to me without payment up front. Another time a company selling safe home products over-nighted a product to me so I could try it before I bought it.

"What did you come in here for today, anyway?" the shop keeper asked me.

"Oh, I was interested in those wooden book boxes over there on the shelf," I said, swallowing nervously.

"Give me your address and I'll send over a few for you to see," he said.

Did I give him my address?

Just take a look at these magnificent hand carved book boxes ...