

# SECRETS *of* SALES SUCCESS

## Video #1: The Core Secret

Why do some people struggle to sell their products or services--no matter how hard they try—while others seem to be able to sell just about anything to anyone?

Why are some people barely able to keep the lights on in their business, while others experience mind-blowing, over-the-top success?

Why do some people have great ideas and the best of intentions, but never get traction? While other people have the ability to turn everything they touch into pure gold?

It's almost as if people who experience phenomenal sales success know something that others don't. It's like they have insider info that gives them an unfair advantage. It's like they have access to exclusive sales secrets.

Well, actually, they do.

Hi, I'm Kevin Harrington, the founder of the Secrets of Closing the Sale Master Class inspired by the Master of sales—Zig Ziglar.

I'm also an original shark from the hit TV show *Shark Tank* and a successful entrepreneur for more than forty years. In fact, I'm a co-founding board member of the Entrepreneurs Organization and co-founder of the Electronic Retailing Association. I also invented the infomercial—that's right, I helped make "But wait there's more" part of our cultural history. I'm one of the pioneers behind the *As Seen on TV* brand and launched more than 500 products generating more than five Billion dollars—with a B—in global sales. I'm the author of several bestselling books including *Act Now: How I Turn Ideas into Million Dollar Products*, *Key Person of Influence*, and *Put a Shark in Your Tank*.

I did it all, not only by becoming a protege of the great Zig Ziglar, and mastering his sales secrets, but also I uncovered a few of my own along the way.

Mr. Ziglar was the Master of Sales Masters. His timeless secrets inspired thousands of millionaires. His book, *Secrets of Closing the Sale*, sold over a million copies. It's known worldwide as the sales bible. He touched more than 250 million people during his forty years of truly innovative sales success. Zig was a market disrupter. I could never have had the success I've had, if not for the sales secrets I learned from Zig Ziglar.

That's why I want to welcome you to this free video series—Secrets of Sales Success. In this first video, I'm going to reveal the core secret, the one that Zig believed will 100x your success. I believe

it, too. Once you get this secret down, you'll immediately start selling more, and enjoy the kind of business success that can empower you to live out your dreams.

Are you just starting out in sales or you recently launched a business? Are you struggling to get traction? Do you feel like you're working hard, but you don't have much to show for it? Or are you enjoying some success already, but you know you're capable and deserve so much more? Then stay with me. Because you're going to discover how people who are driven to succeed, people like you and me, can experience mind-boggling, life-changing sales success. And you'll learn why it's so critical that you discover and apply this core secret right now.

I have one simple goal in this series. I believe your dreams deserve to come true. I believe you deserve to know the sales secrets of the Masters. And I want to help you unlock those secrets so you can 100x your sales—just like I did. Plus, I'm going to show you how the one core secret is the key to a magical transformation, so you can grow right now. The more you master these secrets, the greater the opportunity to experience breakthrough, over-the-top success.

Are you ready to make this happen?

Now before I reveal the core secret, I've got to warn you about something important. You see, I've learned the hard way that not paying attention to this, will pretty much guarantee you'll get stuck where you are. You may feel busy, but not be productive. You'll keep spinning your wheels, but never enjoy phenomenal success. And it's something Zig Ziglar warned about, too. He called it stinkin' thinkin'! It's happened to me a number of times over the years, and we're all susceptible to it, if we don't intentionally choose another way. As Zig said, sometimes we just need a checkup from the neck up.

This stinkin' thinkin' looks different for everyone, but it usually sounds something like this: I'm not good enough, I'm not smart enough, not clever enough, not rich enough, not privileged enough. Maybe you're thinking, I'm on the outside,, and success is only for the high-powered elite who already know the secrets. And you may be thinking, it's not for me. But listen. Here's the deal. You must reject that garbage. It's holding you back. It's keeping you from becoming the breakthrough success that I know you can be.

It's true you do need to know the secrets, and I can help you there. You may have been conditioned to believe lies about selling itself. Have you ever heard these before? Things like, I don't like sales. Or, I'm not really into selling. Some people are even embarrassed to admit they sell anything.

After all the success I've had, I can't imagine thinking that way. But I run into people who think that way ALL the time! Let's just blow those lies up right now. In fact, think of this as your very first secret. Are you ready? Everything is selling. Everything!

Don't believe me? Well, I'm going to let Zig Ziglar himself prove it. This is the guy who taught ME how to sell. I'm going to open the vaults in this series to show you vintage video of Zig Ziglar. It's never been available before to the general public. You can't see it anywhere, except in our Secrets of Closing the Sale Master Class. So I'm glad you're here for this sneak peek. Let's watch together as Zig corrects some stinkin' thinkin' about selling.

Remember, everything is selling. And selling is serving. Think about it.



ZIG ZIGLAR: Let's just say all of us are in the world of selling. When my oldest daughter was three years old, we were up in Knoxville, Tennessee. We had our brand-new baby there at home and I was caught out on the mountain side when the baby was about four or five days old not long after my wife had brought her home and I was caught out on the mountain side, I spent the night on the road. Fortunately, I was trapped next to a greyhound bus and I had a chance to go in and enjoy some comfortable attire. So, I came in reasonably comfortable, but when I walked in it was snowing again and it was cold and I was absolutely exhausted. I walked in and

immediately started pulling my coat and all those sorts of things off, you know, and my wife said, "Honey, wait a minute, don't take your stuff off yet. You've got to go back to the store and get something for the baby." And I said, "Oh, OK." So, I started putting all the clothing back on and big top coat and my three-year-old daughter Susie came up to me and said, "Daddy, I want to go." I said, "Oh Susie, The weather's too bad. I'll be back in just a few minutes." But she said, "Daddy, I'll be so lonely. I said, Susan, you're not going to be lonely... your mother's here. The maid is here. Your little sister's here." And she looked at me and she said, "yeah, Daddy, but I'll be lonely for you."

Everything is selling. I never will forget that Friday evening the Redhead met me out at the airport. I'd been gone all week. And she met me there. She was dressed just fit to kill. That's all I can say. She had on some of that good sweet-smelling stuff. And while we were waiting for my bag to come down, she snuggled up real close, and slipped her hand in her mind. She's powerful, friendly. Anyhow, she looked up at me and she said, "honey, you know, I was just thinking you've been gone all week. I know you've been in five different cities. You've got to be tired having done all this seminars, if you would like on the way home, we'll stop by the store and we'll pick up some fish, some seafood or maybe a nice steak. And when we get home, Tom is spending the night down the street and uh, it'll just be the two of us... won't take me long to prepare us a really nice dinner and the two of us will sit there and just really enjoy the meal and then I know you don't want to get involved in washing a whole bunch of dirty, greasy pots and pans and dishes and cleaning up and all that sort of thing. And it shouldn't take me more than an hour, hour and a half, two hours at the most." But she said, "the thought occurred to me that we would probably be far more comfortable if I were free to devote the entire evening to just paying attention to you. I could do that. Of course, at a really nice restaurant."

What is the sales profession? Number one, the sales profession, the very word sell is much better and more accurately described by the Norwegian word *sejle*, which literally means to serve, to sell is to serve.

Nothing ever gets done anywhere until somebody sells something. Whatever you ate for breakfast started the journey to your table when someone sold something. You probably won't make any money this week unless someone, maybe you, sells something and makes money. Selling is what makes the world work and what drives the economy. And like Zig said, money isn't everything, but it is reasonably close to oxygen, on the "gotta have it" scale. You may have a great product or service, but until it gets sold, nothing happens. No one uses it.

When I first met Alex Langer, for example, he had a product, a fishing lure that, when it hit the water, it swam away like a wounded fish. When I saw it in action, I was amazed. The problem was no one else knew about it. So I applied the sales secrets I learned from Zig and my own experience. We called the product The Flying Lure. We sold over 500 million lures! A lot of people caught a lot of fish and made incredible memories together. Why? Because everything is selling.

Maybe you have an idea or message that you want the world to hear. Think of Martin Luther King Jr. He had a dream of racial equality. A lot of people had the same dream, but King sold that dream to America on the steps of the Lincoln Memorial—and he changed everything. Selling ideas, products, services—or even yourself—is what makes everything else possible.

I could go on all day about the value of selling, because I've built my entire career on it. So did Zig Ziglar. I believe selling is the prerequisite to success. There's a reason more than half of the top 100 people on the Forbes billionaire list started out as salespeople. But know this: Anyone can master the sales secrets, but it starts by believing that sales success isn't only for everyone else. It's for you. You can have it, if you really want it.

I'm sure you'll agree, trying to achieve phenomenal sales success isn't always as easy as some people make it seem. I'm not proposing some sort of get-rich-quick scheme here.

As Zig Ziglar put it, don't think you can just take an elevator to success. That elevator is out of order. You have to take the stairs. It can be challenging—and that's an understatement if ever there was one. I get it.

I grew up in a blue-collar Ohio town. I had to work hard for every dollar and struggle to find opportunities. When I started out, no one handed me anything. I worked at my dad's restaurant when I was only 11 and made way less than everyone else. Some days I even had to cook! When I was fifteen, I started a driveway sealing business in the summer—talk about hot, hard work! Before I became aware of the sales secrets, I felt like I was banging my head against doors, trying really hard, but hearing a lot of NOs. I was getting nowhere in a hurry, and often had little to show for it. Believe me, I know what it's like to feel stuck and frustrated.

That's why, in this first video, I'm going to reveal the core secret that changed everything for me. It fueled my \$5 billion dollar sales success over the next forty years. It's a secret Zig Ziglar preached, and it's going to accelerate your own success journey. It's going to quickly put money in your pocket, dump your frustration and stress, so you can finally enjoy the life you've always wanted. And I'll show you three mind-blowing ways this secret will immediately transform your perspective on sales—and then some.

Understanding this secret will help you eliminate that feeling of being stuck. It will give you the clarity and confidence you need to grow quickly. The best part is that it doesn't matter what you're selling—a product, a service, an idea—or how big your business is right now. In this series, I'm going to share the secrets that real people like you and me have used to give themselves greater confidence. Instead of being intimidated by selling or sharing their message, with others, they've become authorities in their industry. They now face their fears and routinely overcome them because they've harnessed the the power of these secrets. In fact, few people know that Zig Ziglar himself once struggled to sell because he lacked the confidence he needed to succeed. His poor self-image held him back, but once he mastered those secrets, the Secrets we unlock and apply in the Master Class, he experienced breakthrough success.

And the list of today's leaders who've succeeded by building their confidence and selling is long: Richard Branson, Warren Buffet, Bill Gates, Bethany Frankle, Sarah Blakely, Jeff Bezos—the list goes on. For example, Mark Cuban got started as an entrepreneur listening to Zig Ziglar's secrets and later sold his business for 5.7 billion dollars.

I see so many people who WANT to experience breakthrough sales success, but they completely miss the power of this secret. In fact, one reason the sales secrets aren't used more is because a lot of people think they already know them. They hear the secrets of the masters, but don't recognize their power. It's sort of like seeing a Ferrari and calling it just another car. Or watching a chef create a work of art and dismissing it as just another fast-food meal. You may have heard the core secret before, but if you haven't used it to produce breakthrough success, you don't fully understand it.

Not yet. I know, because there was a time when I didn't fully appreciate it either.

When I was a teenager, I sold a high-end, safety high chair called Babee Tenda. The chair sold for over \$200 at the time. That's almost \$900 in today's money. It wasn't an easy sale, but I made 35 dollars on each.

The problem was I just wasn't closing many sales. And even when I did close, almost a third of the people would call back and cancel in a couple days. I was doing the work, but not seeing the rewards. That's when the top salesman at the company, Bruce Hazlett, mentored me. Bruce said I definitely had the potential to be good at selling, but I needed to learn the secrets and be willing to improve. He began teaching me the basics of selling and especially how to close the sale and get people to commit. He taught me a close that I share in the *Secrets of Closing the Sale* Master Class that tripled my close rate. But one of the most important things Mr. Hazlett did for me was to open my eyes to the value of learning from the sales masters.

He introduced me to two incredible voices that changed everything for me: Napoleon Hill and Zig Ziglar. Thanks to Bruce, I began unlocking the sales secrets. As a high school senior, I invested in resources from Zig. I read his phenomenal bestseller *See You at the Top*, and that's when the power of those sales secrets started to take hold. By my first year in college, I was running a million dollar company. As my journey continued, I soaked up everything I could get from Zig, including *Secrets of Closing the Sale*. I supercharged my success when I started practicing those secrets. Once I realized I shouldn't just do it on my own, because I had access to the master of sales Zig Ziglar, I started seeing explosive growth.

\$5 billion in sales later, I wrapped up my time on *Shark Tank* to focus more on what I love to do—empowering entrepreneurs to greatness. I now enjoy the financial freedom to do what I love with anyone I want. I invest in companies and partnerships that make a real difference in the world, selling products, services, and ideas that solve problems. I enjoy the sun and surf in Florida with my family and friends. I travel the world doing what I love to do. It's my dream life. I get to live it every day. And I believe you can too.

Now it's time to reveal the core secret of sales success. It's been at the heart of all my personal success. And it was at the center of everything Zig Ziglar did for more than forty years. If you want meaningful success in sales and in life, it's the big one. Are you ready for it? I'm going to let Zig Ziglar himself reveal it to you.



**ZIG ZIGLAR:** You make a living by what you get. You make a life by what you give. The picture that you have of yourself... what dramatic difference it will make when you buy into the concept that you can have everything in life you want, if you will just help enough other people get what they want. What a difference that will make. Now, I want to emphasize the point. The point I want to make here is that is a philosophy, not a tactic. Our method... if you think you can do something for somebody and then they're going to do something back for you, that's manipulation, that's ugly, that absolutely will not work. But if you do it because it is the right thing to do, if you do it because that's what you want to do, it's absolutely astonishing what it will mean to you.

Did you hear it?

You can have everything in life you want—everything—if you will just help enough other people get what they want.

Now, I hope you didn't do what a lot of people do, and that's just shrug off that secret. Remember what I told you? That secret is worth \$5 billion—and counting—to me. In just a second, I'm going to show you three mind-blowing ways this secret can change your entire perspective of success. If this secret isn't at the heart of all you do, you're missing it. I promise you.

I agree wholeheartedly with Zig Ziglar that meaningful success begins with this secret. This success is measured in both real money and rich relationships. As Zig Ziglar says, there are some things money can't buy.



ZIG ZIGLAR: Everybody wants to be happy. Just one word about happiness. There's a dramatic difference between happiness and pleasure. One is much longer lasting. The others have short duration. Basically, other people can give you pleasure, but I'm going to tell you that you will never be happy until you do something for somebody else. Everybody wants to be healthy. Everybody wants to be at least reasonably prosperous, and I know, I know... there are a bunch of you who watch this who want to be unreasonably prosperous. Most people don't have it because they don't understand that. They talk about cold, hard cash, that's silly. It's neither cold nor hard. It's soft and warm. It feels good, and it's so beautifully colored that it will go with any color scheme you might happen to have. And so neatly packaged, you can put a bunch of it in a very small area.

Embracing this core secret transforms your perspective on sales in at least three powerful ways.

First, it confirms your desires and your dreams. Don't we all want to be, do, and have more? And that's ok. In fact, it's a good thing. You shouldn't feel guilty about wanting something better for you, your family, and the world.

Watch how Zig put it:



ZIG ZIGLAR: Some people say, "I don't really want a lot of money" and you know, I think anybody who would say that will lie about other things too. But I'll let me emphasize a point. I think this is very important that we understand that there are a lot of things money will buy, and when you need money there very few substitutes, but there are some important things that money won't buy. It will buy you a house, but not a home. It'll buy you your bed, but not a good night's sleep. It will buy you a companion, but not a friend. It will buy you pleasure, but not happiness. I just happen to believe that if the picture you have of yourself is correct, you can have the whole ball game. Not only happy and healthy and reasonably prosperous, but you can be secure and have friends and peace of mind and you can have those good family relationships. Your question might be, "Ziglar, can you really have it all?" I honestly, sincerely believe that you can, but you've got to understand. You got to be before you can do. You've gotta do before you can have.

Hard to argue with the Master isn't it?

So many people struggle to think they're worthy of success. They've been beaten down by circumstances, mistakes, or even other people. I've been there. I've been treated like dirt and

double-crossed. I've had to file Chapter 11 bankruptcy. Believe me, I know how tough business can be. Things don't always go the way we think they will. But that doesn't mean you are defective. I know you have dreams and desires that will make the world a better place. And they can make you a lot of money too.

I keep a statement from Paul J. Meyer on my wall to remind me of the power of a positive perspective. It goes like this: "Whatever you vividly imagine, ardently desire, sincerely believe, and enthusiastically act upon must inevitably come to pass." I've used this simple, confidence-building, 4-step process for decades to live out the core secret.

Whatever you vividly imagine and ardently desire, do you sincerely believe you'll get it? You should.

If you struggle to believe, you can dump the negativity by becoming what Zig famously called a flea trainer. Watch this classic clip:



ZIG ZIGLAR: You must know how to train fleas, and so my question is this, have any of you in this audience and all I want you to do is be honest with me. How many of you do not know how to train fleas? Can I see your hands please? Hey, you got here just in time. I know you heard the one about the two fleas at the bottom of the hill and one of them says, well, do we walk or take a dog? You train fleas by putting them in a jar and you put the top on the jar and those fleas will jump up and hit the top over and over and over and over and over and over. You watch and after they've been jumping a long time, you will notice that even though they continue to jump, all of a sudden they're no longer jumping high enough to hit the top. That is an absolute fact. You can just take the top off of the jar and they'll keep on jumping and jumping and jumping and jumping, but they cannot, I repeat, cannot jump out. You see? They have conditioned themselves to jump just so high and once they've conditioned themselves to jump just so high, that's all there is. There ain't no more. Man is the same way.

So if you can have everything in life you want, what do you want? I mean really want? Because I want to give you something that's hard to come by these days—permission to dream. I wouldn't be where I am today if I didn't dare to dream of having what I wanted. Your dreams will be unique to you, but until you get clear on what they are, you'll never attempt to bring them to life. You'll keep striking out in sales and business without ever realizing why. So I challenge you to use the downloadable notes I've prepared for you. Schedule time to dream, and ask yourself "what do I really want?"

The second powerful way this secret changes everything is this: It puts your focus on other people. Now that's a switch! Doesn't everybody today tell you to look out for yourself? To only take care of number one? To make sure someone else gets voted off the island in the win/lose game of life? Yea, that's what everyone else tells you, but they haven't done \$5 billion in sales, have they? I'M here to tell you right now, it doesn't work that way. If you can grasp this fact, you will do some serious good for you and the rest of the world.

Zig was a master storyteller. One of his most famous stories was about two of his pals who tried to pump water from an old-fashioned pump and came up empty:



ZIG ZIGLAR: I got a couple of good friends used to live down in south Alabama. Their names were Bernard and Jimmy. One day they're out riding through the south Alabama foothills and they got a little thirsty. Bernard was the driver and he was also the athletic one, so he hopped out of the car. He ran around this abandoned pump there in the back of this old farm house and he grabbed the handle of the pump and he started to pump when Bernard grabbed that handle and started to pump, you know, since it was August and brutally hot that day he was anxious to get some water out, so he, he really got after it. He was pumping away and after a couple

of minutes he said, "Jimmy, you'd better get that old bucket over there and get some water out of the creek... we're going to have to prime the pump." All that really means is that you got to put something in here before you can expect to get anything out here. The pump is really saying in another way, what we've said so many times, and that is that you got to be and do before you can have. Too many people stand in front of the stove of life and say, "stove, now you give me some heat and then I'll put some wood in you." So many times, the employee goes to the employer and says, "now, give me a raise, and when you give me the raise, I'll start coming to work on time. I'll start doing the things you really want me to do." What they're saying is "reward me now and then later I'll perform." That's not the way it works. If it did work, can't you just imagine an old farmer saying, "Lord, I know I didn't plant a thing this year, but if you'll just give me a bountiful crop this year, I promise you next spring, I'll plant this whole field." It doesn't work that way. First you got to put something in before you can expect to get into something out.

Most people don't think that's how it works. It's the opposite of what we hear today. What's in it for me? People want something for nothing. But that's why they don't enjoy all that life has to offer. The secret lies in delivering value first, solving a problem, lending a hand, or offering a solution. The value you give makes life better for others, before you ever get a dime, or any kind of benefit in return.

You have to prime the pump. You put something in before you get something out. The core secret I learned from Zig transformed the way I approach sales.

I call it The Genius Approach—it's a people first, win-win perspective, that supercharged my success. I learned from Zig, that if I treat people right, I'll eventually get more money. I always took care of people, and I still do. Once I had the reputation that I took care of people, opportunities began flooding my way. When you take care of people, you always win. To get what I wanted, I focused on helping people first. Then I helped them get what they want. The best kind of sale is where both sides come out with value. I've built my success on win-win relationships. I've even taken pretty steep losses to preserve relationships. I've gone to court to make sure my partners treat people right. At the end of the day, I think of it as providing added value to the relationship. It's helping people solve problems and accomplish goals. That's what a sale really is, a situation where everyone wins.

Remember when I mentioned we sold more than 500 million of The Flying Lures? By selling that product, we made a lot of money. But, more importantly, we helped a lot of families invest in quality time and make memories by actually catching fish, instead of coming home disappointed. We gave them a way to build relationships and make their lives more enjoyable.

One of my most memorable stories about helping others is with Arnold Morris, the man who introduced me to Ginsu knives. He was an extraordinary sales person and really terrific guy. I first watched him at a booth in Philadelphia as he sliced through pieces of shoe leather, a Coca Cola can, a car muffler and a metal hammer. Then he proved the knife wasn't even dull by cutting tomatoes slices so thin you could read the newspaper through them. Arnold was selling knives for more than two decades when we first met. He had his sales presentation honed...to an art form. I saw a win-win opportunity



by turning his live presentation in front of a dozen people, into a videotaped presentation seen by millions at one time in an infomercial—actually before anyone coined the term infomercial, I called it sell-a-vision. To make a long story short, we partnered together to bring the Ginsu knives to America. And the rest is history. Best of all, we both made a lot of money, because it was important to me that Arnold won at a time when some of my competitors were taking advantage of people with promising products.

Here's the thing: because of the way I treated him, Arnold then brought me more products, like the Daily Mixer, and other friends. In fact, many years later, just days before Arnold passed, he reached out again to send another opportunity my way because of the relationship we built.

It's like Zig always said, If people like you, they'll listen to you, but if they trust you, they'll do business with you.

So where is your focus? As a sales pro, entrepreneur, business leader, is your focus on other people? That's the only way to ensure phenomenal success.

The third powerful way this core secret can transform your success is this: It propels your vision of what's possible. Think about it.

Think about it.

You can have everything in life you want if you will just help enough other people get what they want. There is magic in that one word—enough. The more people you help, the more you'll get what you want. So that brings up a good question: how much is enough? It isn't about how much you sell. It's about how many people will you help before you say enough.

How many people are you helping right now? Think about a number. How many people are you helping right now with your idea, product, or service? Go ahead and get that number in your head.

Is it 100, 1,000, 50,000, a million? How many are you helping right now? Picture it clearly.

Now 100x it!

Add two zeros. How big is that number now? 10,000, 5 million, 100 million? What would that feel like to help that many people? How much is enough now? Unless, of course, you really don't want to help more people. But remember, the key to getting all life has to offer is to help enough other people get what they want. Once you blow up enough, there's no telling what's possible for your success.

I did this very thing back when I first had the idea for the infomercial. You may not know that my first infomercial wasn't for a product at all. Now, when people think of infomercials, they think of some of my greatest successes:

The Food Saver, Ginsu Knives, The Great Wok of China, The Flying Lure, Billie Mays, Tony Little, and George Foreman to name a few. But my success originally began by selling franchises to entrepreneurs one at a time. Then I saw dead space on the Discovery Channel and seized the chance to fill that space with franchise opportunities, allowing me to reach millions. I saw how many people were realizing their business dreams one at a time. And I thought, what if I could add two zeros to that number? How could I reach more people—and the infomercial was born.

You could even say I started the world's first viral video.

So I ask you: how many people are you helping? How many do you want to help? How many people will be enough for you?

When you embrace this core secret from the Master, Zig Ziglar, and see the magic of these three powerful applications, your sales success simply won't be the same. I know it wasn't the same for me. When you really see the mind-blowing value of applying this secret, your entire perspective shifts. It changes everything. And you guessed it....

But wait...there's more!

I just couldn't resist offering a bonus. Another way this secret can change everything for you. Here's the truth: this secret—you can have everything in life you want if you will just help enough other people get what they want—is only the beginning. I call it the core secret for a reason. By understanding this secret, you gain access to all the sales mysteries you need to 100x your sales and business success. What I've discovered is that this core secret is the key that unlocks all the other secret vaults for sales success. I can't wait to show you how it all works in Video 3 of this series. When you grasp it, you'll be unstoppable.

But remember what I said? Most people have heard at least some of the secrets before. The problem is they don't pay attention and learn how to apply them. They pass by without recognizing their value. It's like what happens in the Marvel movie Dr. Strange. If you've seen that movie, you know that the hero initially didn't see anything beyond the surface. He thought he knew it all, but really didn't see the immense value of the secrets held by the masters. Once his eyes were opened, everything changed for the better. And he saw beyond what everyone else accepted as normal. I don't want you to settle for normal or the status quo and miss the power of these secrets.

That's why in the next video I'm going to unpack and apply the power of this core secret. You're going to learn how to get in front of the right people with one of the most powerful closes that you can use right away to multiply your sales results. Plus, I'm going to show you why this secret is the key to overcoming the fear that cripples so many in sales. And Zig Ziglar himself will show you practical ways this secret can help you quickly build trust and turn objections into sales. I really do want to help other people. And I've tried to create something to specifically help you, so be on the lookout for places where what I share really resonates with your situation.

But for now, my question for you is this: in this video, Video #1, what's your single biggest takeaway? And based on everything we've covered so far, what's got you the most excited? Leave a comment below the video to let me know. And if you can think of someone else who could benefit from this special training—anyone who wants to have success in sales and business—I'd love for you to click the Like button and share this video with your friends. So, whether you're just getting started or you've already got an impressive track record, get ready! You and I are going to go deeper into the secret sales vaults together. Are you ready? Let's do this!

Go ahead and leave a comment and I'll see you in the next video.

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