

Introduction

Warning: if you are looking for basic sales tactics and conventional strategies, please do not read on! However, if you are looking for an advanced insiders' guide to turbo-charge your income, business or sales career, what you are about to read may change your life forever ...

This book will not teach you the difference between Features, Advantages and Benefits. Neither will it talk about open-ended versus close-ended questions. You will see neither the Ben Franklin close nor the Puppy dog close. The feel, felt, found objection-handling tactic will not be inside either. Why?

You see, *Secrets of the Sales Ninja* started off as a workshop. It was designed to be unconventional and strictly for the advanced who already knew all these tricks; it is full of the most effective strategies I have ever tested.

As an entrepreneur and consultant, my job is to think of strategies that are workable. My job is to innovate, to think differently, in short, to *be* different! Equipped with an arsenal of effective strategies, I compiled them and created a workshop. The result? The strategies in the *Secrets of the Sales Ninja* workshop have proven to have successfully produced more than *tens of millions of dollars* in sales increases.

Therefore, what you are holding right now, my friend – this *Secrets of the Sales Ninja* book – is an extremely powerful weapon if used correctly. It is so dangerous that you can literally put your competitors out of business; likewise you can use it to grow your business, to better serve your customers and to improve upon your current situation.

In totality, you will be able to gain more power, massively increase your sales and superbly boost your confidence!

The content of *Secrets of the Sales Ninja* is the end result of intensive research, field-tested and market-battled disciplines from sales, persuasion, marketing, psychology, hypnosis, cognitive science, advertising, NLP, consulting and the ancient art of the ninjas!

It works!

Attention: This book is not for you if:

You think you already know everything.

To know but to not to do is not yet to know. Knowing and doing are two different things; I can

assure you that if your sales have been stagnant, declining or not at where you want them to be, whatever philosophy you follow, it will not serve you.

One of my teachers said to me, “Rich people continue to learn and grow; poor people think they already know.”

Keep an open mind. Take these ideas and use them.

I paid around \$10,000 to attend a workshop in Singapore. There were about 500 businesspeople from all sorts of industries in attendance. In some of the activities, we were required to group brainstorm applications of the strategy shared by the speaker. As a result, we moved around quite a lot. As I made my way around the room, I heard, *countless times*, some attendees remarked, “Oh! These strategies won’t work for me!” or “Oh! These strategies won’t work for my industry!” or “Oh! I tried that and it didn’t work out!”

No, no, no! This is certainly the *wrong* philosophy. When you make a statement like, “These strategies won’t work for me”, you are already blocking the strategy from working at all in a self-fulfilling prophecy. However, let’s say you instead think to yourself, “Hmm ... how can these strategies work for me?” Voila! Instantly, your mind becomes open to possibility, and you engage yourself in thinking of manners in which a certain strategy could work for you.

“It won’t work for me” is simply lazy thinking to say the least. People who tell that to themselves are just too lazy to think, more so outside the box. Shutting the

mind off is much, much easier than thinking, especially innovatively; but please, never, *never* shut off your mind. It will not serve you or anyone else.

When you finish reading my ideas on the Sales Ninja Philosophy, you will be equipped with new knowledge and the right philosophy to take your business to the next level.

You think you have already tested everything.

This is just another killer belief that simply does not serve you. Perhaps you *have* tested a few ideas but you may have only tried them out once and called it a day.

In martial arts, we learn many, many tactics but sometimes a particular tactic does not work on a certain person or in a particular situation. For example, I may try locking a person's elbow but before I am able to complete the move, my opponent has moved and twisted himself into another position, rendering the tactic impossible to execute. Does this mean, you might think, "Oh! The tactic doesn't work. It's lousy!"?

As you already may know, I used to teach ninjutsu, the art of the ninjas. Whenever one of my students told me, "Sir! I can't do the lock! He moved to another angle!", I simply replied, "Move your body so you can do the lock at the angle you want." Most of the time, a simple switch in position will work but sometimes it does not. In such a case, my student complained, "Sir! He still moves!" I told him, "Punch him now and then move your body!" Smack!

He punched his opponent, and – voila! – he managed to lock his opponent’s elbow.

So, if a certain tactic does not work at first, keep moving your body. Keep testing it! So one of your advertisements did not work. Do you think to yourself, “Oh! It doesn’t work.” Or do you say “Oh! It doesn’t work and therefore I have to change a variable, alter the headline, adjust the offer or modify the font size? (More of these will be dealt with in Chapter 2: Sales Ninja Strategy).”

Trust me, you have not tested *everything* yet.

So if you are the type of person who is open to new ideas, committed to use them to grow your business and is ready to take your business to the next level, then proceed onward to the Sales Ninja Philosophy!