

abundance
freedom
confidence
assurance
wealth
energy
create inspire



GLOBAL TELEPOWER TRAINING SYSTEMS

March 2006

Monthly Tips E-Zine!

GLOBAL TELEPOWER TRAINING SYSTEMS

First things first....

I know I keep harping on about The Product Factory Course. That is because I know firsthand how powerful it is as a catalyst for growth. If somewhere deep inside you have a big project you are **NOT** doing, then consider this program as a motivator to catapult ahead.

A February
Global Grad tells
us:

"Anna has given me the confidence, as well as the step-by-step process, to create and deliver compelling teleclasses. Her depth of knowledge and practical examples in

The next Product Factory course starts March 20th and I will be taking it again to create a new "signature" product. I'm excited and pretty close to deciding what to create this time around now that my last project is **complete, launched and making revenue** already. Many of you have asked if I will write a helpful book. I know with the PF support, that this book could be finished and ready to sell by the end of June. Hmmmmm....maybe.

What ideas do you have inside just waiting to be explored, nurtured and unveiled?

I just found out the **early bird price** is available until before Tuesday, March 14th. Yikes! That's soon! Click on this link and discover some training and support that is worth its weight in gold - [The Product Factory Program](#)

everything from NLP style to marketing to teleclass script writing, as well as her infectious enthusiasm and genuine support, conveyed exactly what she teaches...in a word, how to be a world-class teleseminar leader. Hope to "see" you in the Grad Lounge."

Susan Guarneri,
Career Assessment
Goddess,
Assessment
Goddess

And now....Here's what's coming up soon:

Certified TeleLeader Training

An Action-Packed 7-Hour Live Intensive

Learn how to lead teleclasses and feel confident and triumphant when you...

- Abolish awkward moments, encourage interaction and keep your cool
- Hear students compliment you on your clarity and skill while sharing information
- See more and **more clients calling to book** one-on-one coaching sessions
- Watch the number of registrations grow for your coaching and fee-based TeleClasses

7 Hours of **Live** TeleClasses @ 11am PST, 2pm EST, 7pm GMT (UK)

April 4, 6, 11, 13, 18, 25 and May 2

June 6, 8, 13, 15, 20, 27 and July 5

September 4, 7, 12, 14, 19, 26 and October 3

November 7, 9, 14, 16, 21, 28 and Dec 5

\$399 US or Save \$50 by registering **before** Saturday, March 18th!

[Register Me Now!](#)

Gentle And Powerful Sales Intensive

During this **4 hour intensive**, you will:

- **Decide** on ideal networking circles to become known and generate hot leads
- **Approach** potential clients, referrals and leads in non-invasive, considerate ways
- **Design** the right questions to ask that assess your clients desires and solutions to needs
- **Discover** how to recommend your services so clients see "What's in it for them?"
- **Master** the "Art of the Easy Close" – you've set the stage, now get yourself hired!
- **Learn** to nurture and keep in touch with your happy clients so they refer others to you.

4 Hours of **Live** TeleClasses @ 11am PST, 2pm EST, 7pm GMT (UK)

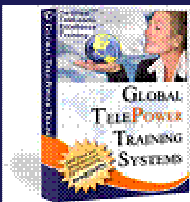
April 5, 12, 19, 26

June 7, 14, 21, 28

September 6, 13, 20, 27

November 8, 15, 22, 29

\$149 US or Save \$50 by registering **before** Saturday, March 18th!



[Register Me Now!](#)

If you have already taken TeleLeader Training or have attended any of my Sales Programs you are aware of my style and that I don't mess around. For all clients we ensure that our quality of training is superior as are our course materials and service.

Please forward this EZine to others who can profit from these training programs.

***Wait!* Before you tell others ...**

Sign up for the affiliate program, you'll get a 15% finders fee...

Yes, you will because your referrals are worth it!

Please join our affiliate program now! It's free and easy.

<http://www.annakanary.com/affiliate/signup.php>

Once you get your special "**affiliate link**", you just replace my "[Register Me Now](#)" link with your special one.

My system will remember your referrals and pay you 15% when someone registers via you!



This Months Tip!

It is time to give you **another juicy tip** designed to get you hired faster and more easily.

Many of us want to tell the world about our fabulous new service or wonderful new product. **We know** how fabulous it is, **we know** how it helps people, **we know** what its components are and we wonder why people are **not lining up to purchase** what we've got. (???)

We ask ... "**What's wrong here?** Don't people **see** the solutions, the benefits and the incredible value I am presenting to them?"

The truth is... "**No... they don't.**"

You may be enthusiastic and excited as you tell them how great your book, product or services is and yes, they will see that enthusiasm and feel your vibes, but, (and I don't like using the word but, **but**) herein lies the problem:

"Your answer isn't heard until their question is asked."

Think about this for a minute. Every sales course in the world, every marketing message

around says the same thing - your customers want to know **“What’s in it for them?”** So here you are doing what you think is right, telling them **“What’s in it for them?”** in every imaginable way, yet they are still not buying. Mystifying, isn’t it?

When I first started as a sales person I did that same thing and was stymied as to why my sales weren’t as high as they could be. I had a clever manager who discovered that, although I was presenting the product well, I was doing a poor job of finding out **if my customers even needed** my great product. Without knowing this...I was wasting both my time and theirs.

Here is the **key that will unlock the door** to your increased sales and easier closes:

**Ask questions designed to uncover needs
BEFORE you talk about your great product/service.**

This will set the stage for them to ask you, **“How can you help me with this?”**

Asking questions that uncover needs is more challenging than you may think and some of you are wondering right now, what does that really mean? Well, yes it is challenging. To fully understand this takes explaining, practice and homework. **But once it is done, you’ve got it!** That is why I spend a whole hour of my Sales Intensive dedicated to The Art of Questioning to uncover needs.

I am convinced that it will sink in for you. When it does you’ll find it easier and a natural element of every conversation you will have with potential customers.

In closing,...

Please consider joining me on some of the **HOT** new programs I have created just for you. Every month I will let you know what is coming up for the month ahead. My goal is to become your Sales and TeleLeading mentor and to connect you with others of like mind who are moving forward in the same directions.

Next month, we will talk about creating an **Active Learning Environment**, a “virtual lounge” that your clients can go to for resources, answers, learning and fun!

Sincerely,



Anna Canary,
President and CEO,
Global TelePower Training Systems

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