

# **MEATEATER SALES**

**AN AGGRESSIVE APPROACH  
TO SALES THAT WILL DOUBLE  
YOUR BUSINESS IN 90 DAYS**

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**Do you hunt down  
every prospect and  
turn them into clients**

**-OR-**

**Are you a scavenger  
living on crumbs left  
over by competitors**

# Running scared is **NOT** the way to do business today!

**General George Patton, US Army,** knew the

attitude of a **HUNTER** when he said: *"It's the cold glitter in the*

*attacker's eye not the point of the questing bayonet that breaks the line."*

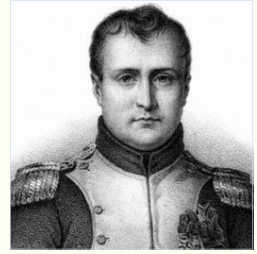


Do you have the "cold glitter" in your eye? Are you determined to have the best year ever for yourself, your company and your family?

Have you taken the oath to "Do or Die" in your sales territory? Have you taken the oath to not only maintain but to advance, to capture new accounts and to grow your sales? If not, make the decision to be the best you can be right now.

If you are waiting for a lucky break, here's what

**Napoleon Bonaparte, French Emperor, had to say about luck:** *"I base my*



*calculations and actions on the expectation that luck will be against me."*

You must learn powerful selling techniques that will result in more sales, more profits, new customers, better contracts and a level of confidence you never thought possible.

If you are not excited about your opportunities and challenges, start working on being more enthusiastic and getting things done with a sense of urgency!

**There are Meateaters and there are scavengers!**

Meateaters have an attitude that catapults them to success! Scavengers live on crumbs left over by competitors.

You might be complaining that it's hard or difficult when customers are not buying. Here's what **Admiral Ernest J King, US Navy**, had to say:



*"DIFFICULT is the name given to things which it is our business to overcome."*

Overcoming difficulties means moving towards what you want with the attitude of a winner and taking for granted that you will get it. If you don't have a clearly defined objective and are not consistently moving towards your goals start working on a more positive, aggressive attitude.

You might be complaining that the competitor has all the business and customers are not interested in anything new. The reason customers are not interested is because you haven't earned the respect and trust of your customers by being an expert in your business. You have let yourself slip into the comfort zone. If that's the case step out of your comfort zone and start working on your goals right now.

**Here's what General Alexander Patch had to say about stepping out of the comfort zone...**

*"History is full of success stories about leaders who have dared to do things which their opponents would never dream of doing."*



**Don't wait until it's too late and your customers are under attack from your competitors.** If you are not aggressively going after new business start working on removing the self imposed restrictions and limitations holding you back!

**General Douglas MacArthur, US Army,** knew the cause

of failure in two words:

*"The history of failure in war can be summed up in two words: too late. Too late in comprehending the deadly purpose of a potential enemy; too late in realizing the mortal danger; too late in preparedness; too late in uniting all possible forces for resistance; too late in training our troops."*



***NOW is the time to know your trade!***

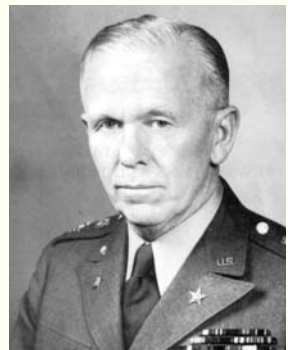
***NOW is the time to be motivated!***

***NOW is the time be aggressive!***

Do you lack the necessary PERSISTENCE to keep going and never give up? If your answer is yes, make a commitment to stay with it until you succeed.

When you face an impossible task it should not stop you, it should bring out the best in you.

**Here's what **General George C. Marshall, US Army**, has to say about persistence:**



*"Campaigns and battles are nothing but a long series of difficulties to be overcome. The lack of equipment, the lack of food, the lack of*

*this or that; the real soldier displays his or her quality in triumphs by being persistent, however great the adversity may be."*

**Customers are NEVER  
buying, they always  
have to be SOLD!**

**Everything can change in a  
minute!**

Most sales people are "one large lost account" from extinction! Don't wait until it's too late. Start laying the ground work by setting bigger goals and getting bigger results...

*"In war nothing is achieved except by calculation. Everything that is not soundly planned in its details yields no result."* **Napoleon Bonaparte, French Emperor**



If you are not getting past first base with your customers perhaps it's because you talk too much and don't get the needed information about your customers.

## **Let's put it another way.**

How much would someone PAY YOU to listen to your sales pitch. Zero - Right? Yet people pay thousands of dollars to consultants to ask questions - find out what they want - and help them get it. You can convey the same message to your customers.

To accomplish this you have to listen more that you talk. If you can get your customer to talk enough, they simply cannot disguise their real goals and real motives. They may try as hard as they can, but invariably they will "give themselves away".

When they do - you can go on the offensive and take control rather than be on the defensive.

**"The best defense is a strong offense."**

**Gen. George S. Patton**



**Are you still using these weak openings?**

**"Do you NEED anything?"**

**Translation:** Are there any crumbs left over from a real sales person who has been here?

**"I am sorry for interrupting."**

**Translation:** I really don't amount to much - you are much more important than I am. I am just a doormat waiting for someone to wipe their feet on me.

**"I know you are busy."** Translation: I really don't have any respect for you or your time - you are a busy and important person and I am intruding in your day.

**"I was in the neighborhood."**

Translation: I am not very organized - I simply drift through my day from neighborhood to neighborhood making random calls on people and waste their time.

**"I wanted to stop by and introduce myself."** Translation: I am really not ambitious enough to have done some homework about you so I guess I will tell you all about ME.

If any of the above sound familiar, start getting attention by making irresistible offers...

To grow your sales and profits takes a determined, aggressive attitude.

Selling in today's environment or ANY environment is not for the person who is only half decided they are going to be their best.

If your customers are not leaning forward listening to every word, start working on your presentation by giving more powerful reasons why they should buy...

***"I don't care about anything but price."***

***"Your competitor is a lot cheaper than you."***

***"Your prices have always been too high."***

If you believe that price is the only thing customers are interested in, become an expert on overcoming objections and removing every roadblock to the sale.

## **If you're not closing, you're not selling!**

If you are not closing new business start improving your closing techniques immediately...

- ... close and ask for everything you deserve.*
- ... don't be embarrassed to ask for the order.*
- ... don't fear calling on the big customers.*
- ... don't worry about being too aggressive.*
- ... don't be immobilized by your own timidity.*
- ... don't have negative thoughts of failure.*

Are you following up in a way that keeps customers coming back again and again? Do you have such a solid relationship with your customers that the competition doesn't know what to do? If not, start taking care of your business so well that you remove all hope for your competitors.

Your follow up should be done so well your customers will KNOW they can count on you to take care of every detail.

Good follow up makes the process of the sale an enjoyable experience for your customer and should start the moment the initial contact is made.

**The one thing that makes a successful sales person is this: *They have decided they are going to be a success. They expect to succeed.***

In the current competitive market if you approach your customers only half decided that you are going to really bring them value, you might as well call in sick.

If you are only half decided and your competitor has made the decision they are going to win, you might as well give up, because you are fighting an unfair

battle. You are going into battle with no bullets in your mental chamber.

By making the **DECISION** that you are going to apply yourself 100% to your current position everything else falls into place.

When you make a firm decision to be the best you call into action unknown powers that help you stay motivated. When you make the decision to be the best you stir up the **DESIRE** to succeed.

## **Aggressiveness has many different definitions.**

It doesn't mean being a bully or being pushy. The aggressiveness I'm talking about begins and takes place in the mind. There are many shades of aggression, the shade I am talking about is psychological.

## **To be successful in business you have to have a sense of toughness.**

If you don't you will give in to failure. If you go into the prospects place of business with only a mild sense of confidence you will likely get beaten by a competitor. If you don't have a strong need to be mentally tougher in your life, you won't have the dedication and determination to take the psychological abuse that comes with the territory.

## **Learning new selling principles is not a one time procedure.**

If you become mentally lazy and foolishly take for granted that your skills are always sharp and readily available, you are unprepared. It doesn't matter how long you have been in the business, or how much stamina you have. If you assume that you don't



need any mental preparation to get the sales numbers you know are possible, you will pay a price.

## **The competition and tough buyers will kick you to the curb.**

Even a slightly less than aggressive attitude will have you back-peddling. You see this happen in sports where a team or a player is so heavily favored, they take their opponents too lightly and get beaten. In a more serious example, a warrior may have many victories, but if he begins to bask in glory and rely only on his reputation, he will eventually be killed in war.

The point you want to take home is never assume you are in the right frame of mind to do battle. You must always reload positive emotional bullets in your mind's chamber.

**Aggression is a state of mind that will dominate your thinking process during the adversity that is inevitable.**

It's about being methodical with a strategy to overcome the threat of quitting. Mental toughness is about your thinking patterns. If you don't have a clear mind focused on your immediate objective, you will have difficulty forming your plan of attack.

**Look at how boxers come out their dressing rooms ready to fight.**

They are relaxed yet intense with their focus. Although they appear calm, they each have one goal in mind – to win. The best fighters are patient, calculating, and waiting for their opponent to make a mistake. And when

he or she does, the successful fighter will make their move.

**If a fighter gets hurt and goes down to the mat, it's going to take as much aggressive effort for him or her to get back up.**

Only through aggressive determination can he make a comeback. In both scenarios, having an aggressive mind is essential to either delivering a vicious uppercut or get you back on your feet when your opponent has knocked you down. It's all about having the ability to be aggressive at the right time.

**Meateater Sales will give you the tools to overcome the negative opinions buyers have about sales people.**

## Are you a Meateater or Scavenger?

**What is a "MEATEATER"? Let's be clear...** The term "Meateater" refers to a person who is a hunter. An aggressive individual who has a specific goal and goes after what he or she wants.

Selling is not for the timid. A person who merely grazes on the sales that are there by luck is not a Meateater. A true **MEATEATER SALES PROFESSIONAL** will hunt down every profitable prospect and turn them into clients - while the rest become **SCAVENGERS** living on what is left over.

## **A MEATEATER**

*...knows what they want.*

*...will ask for everything.*

*...does not fear rejection.*

*...is not afraid to close.*

*...is all about being aggressive.*

*...is not immobilized by fear.*

**THAT'S YOU WHEN YOU IMPLEMENT  
THE TECHNIQUES IN THIS PROGRAM**



**"It is fatal to enter any war  
without the will to win it."**

**Gen. Douglas MacArthur**

# These companies have paid thousands of dollars to have this program presented at their sales meetings



Largest distributor chain in the Midwest.



Largest turkey processor in the world.



Largest distributor in Europe, South Africa, New Zealand and Australia



Second largest food distributor in the world.



Largest independent distributor in Canada.



Largest meat and poultry processor in the world.



Largest distributor group in the world with 650 members and 60+ billion annual sales.



Largest food distributor in the world with 30+



Largest re-distributor in the world.



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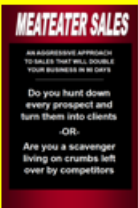
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### Audio Instructions

Download and Listen to the 1 hour INTERVIEW and 1 hour LIVE SEMINAR



### Workbook Instructions

Print the 90 pages in the workbook section of the manual and write your comment about each MEATEATER concept in the space provided.

For more information visit

[www.BobOros.com](http://www.BobOros.com)