

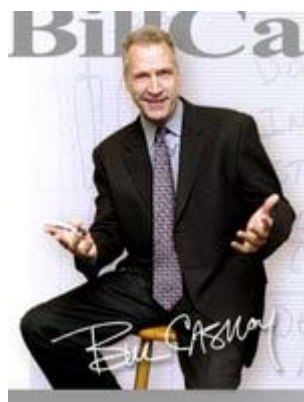
# Selling and Marketing: The Right Way To Do It

with Bill Caskey



There are a lot of ways that you can market and sell. Some are effective. Unfortunately, many are not and we've all experienced them.

Bill Caskey is a sales trainer who knows what works and helps his clients to achieve their best. He shares with us a great story that he experienced recently at a Health Club where he saw the *wrong* way to sell. Then Bill shares some of the things that should and could be done.



Be sure to read his very helpful article at the bottom of this page (past the audio). It is very insightful and helpful for you, as a salesperson and business owner.

You're going to learn a lot as you listen to this interview with this remarkable man. Sit back and listen to Bill Caskey of Caskey Achievement Strategies, Inc.

**Bill Caskey**

[www.caskeytraining.com](http://www.caskeytraining.com)  
[info@caskeytraining.com](mailto:info@caskeytraining.com)

You can also reach Bill by  
phone at  
317.575.0057

10333 N. Meridian St.  
Suite 101  
Indianapolis, IN 46290

---

**For High-Speed Internet  
Access:  
Time: 14 Min. 5 Sec.**

If you have access to the Net through broadband, DSL, Cable-Modem or other high-speed access device, use this section. You'll get the very best

## Bonus:

Check out Bill's Blog with running commentary on how to reach more customers and increase sales in an ethical, non-coercive way.

For more information on how Terry can help you and your organization, he can be reached at:

Achievement Systems, Inc.  
407-363-0505  
terry@terrybrock.com  
http://www.terrybrock.com  
7550 Hinson St. #15-C  
Orlando, FL 32819  
USA

quality and fully utilize your fast connection.



For Dial-Up Internet Access  
(56K or less):

Time: 14 Min. 5 Sec.

If you have slower access to the Net through a modem that dials a number, you'll want to use this option. It won't sound quite as clear as with the other (above) but you'll be able to hear it without a lot of "starts and stops" in the audio.



Download To Listen Later

Time: 14 Min. 5 Sec.

You can also use the "Play Audio" button below to save the file on your computer. This way you can listen to it later on your computer or copy it to your portable MP3 player. Send me an e-mail if you have questions about this approach. **Right-click on the "Play Audio" button** below and then select "Save Target As..." with Internet Explorer. If you're using another browser like Mozilla you'll need to select the appropriate command with the right-click (Apple-click on Mac computers). You can then save it to your hard drive for later listening on your computer or other MP3 device.

Play Audio

## When Will They Learn Not To Close?

by Bill Caskey

What is there about health clubs that turns nice, normal people into hammering sales people. I visited a local (new) health club this weekend. I'd had it with rain, cold and snow and their interference with my health. Rachel was my "tour guide" (a.k.a. pressure sales person).

I know that she wanted to care about my well-being--that she was interested in me as a person--yet when a prospect walked in the door (me), all of that care went out the window, in favor of the health club sales training she had received. She wouldn't tell me the price until she gave me the tour. (And she wouldn't give me the tour until I filled out the paper work with 5 other sales people looking over my shoulder.)

She had to tell me all about the features of the equipment. She never let me ask any questions, for fear that I would take back control. After 10 minutes, she put the close on me: "Mr. Caskey, if you sign up today, I can knock \$100 off the upfront fee" (she never told me what that fee was.)

As I looked around and saw one person working out -- which told me their sales process wasn't working too well (it was a Saturday morning at 9:00--prime time for a health club), I had a question: **Why do they treat people that way?** Do they really think they're calling on bozos? Do they not think we know what they're trying to do? She lost me and a lifetime value, perhaps in the thousands of my dollars.

If they paid me to come in for a day and work with them...I would have told them a) find out why the person walked in the door, b) offer me a drink, a coffee or something so I feel part of the family, c) tell me the price upfront so that I can spend the tour justifying the price, (rather than spend the tour wondering how she's going to close me) and d) give me a weekend pass (or even a week- remember there was no one there so the week pass costs them nothing). With the pass, I can get to know the staff, get comfortable with the radios and tvs and equipment.

If I owned the club, I would even throw in a free hour of personal training (**invest small money to make big money**). Why is this so tough? It's not. They make it that way. Everyone lost. I lost because I still don't have a place to work out. And they lost because they didn't get my money (and a new member, who can refer them to hundreds of others). They just don't understand the economics. Have you

had similar experiences?

**Note: For more articles and great information from Bill, check out his blog at:**

<http://billcaskey.typepad.com/billcaskey//>