

# Sales, Marketing and Income Insights

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## Here are some of my insights regarding sales, marketing, income, etc. (1-5)

- 1). Besides the financial component, virtually all sales transactions tend to be psychological and subjective in nature. Same could be said about marketing as well.
- 2). Large corporations, celebrities, influencers and others use people like me to improve their sales, income, marketing, branding, public relations, etc.
- 3). There are so many ways to improve your sales and income such as some, but not limited to the following down below: (A-O)
  - A). Be likable
  - B). Have a demanding product or service.
  - C). Cross Merchandising
  - D). Upsell
  - E). Partnerships and Joint Ventures
  - F). Smart Marketing and Investing
  - G). Be able to compete and defeat your competition.
  - H). Obtain and apply your knowledge (product, service, industry, etc.)
  - I). Improve your sales skills
  - J). Believe and apply yourself
  - K). Have balance between realism and idealism, working hard and smart, etc
  - L). Control your ego
  - M). Obtain important resources and/or get help from competent professionals or those with a proven track record.
  - O). Improve cash flow, lower your overhead costs and expenses and so on.

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4). For sales, marketing and income purposes, I like to do joint ventures with others who are non-competing and the venture itself may or may be health related. Primarily, I like to do them because you can utilize each other's resources, make more money together and operate each other's businesses separately from one another.

5). For sales, marketing and income purposes, I normally rely on some of the following down below in no particular order: (A-L).

A). Repeat and referred clientele.

B). Connections and my circle of influence people

C). Demand for my products, services, knowledge, information, skills, resources, abilities, etc

D). Partnerships and Joint Ventures

E). Smart marketing and investing

F). Day to day operations efficiency, proper expenditure and cash flow management

G). Speaking Engagements

H). My knowledge, information, experience, education, skills, resources, etc

I). My professionalism, competence, testimonials, accomplishments, willingness to work with other people and businesses, etc.

J). My realism, open-mindedness, creativity, intellect and intuition

K). Product/service variety

L). Give free things to people and so on.

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