

# The **7** Big Mistakes...

That Most Business Owners And Salespeople Are Unwittingly Making That Costs Them A Fortune In Lost Sales, Lost Profits And Even Worse – Lost Personal Cash!”



**Peter Thomson**

Peter Thomson's

# "SHOCKING REPORT"

Hello and welcome,

**"The 7 Big Mistakes That Business Owners and Salespeople Make That Costs Them A Fortune In Lost Sales, Lost Profits and Lost Personal Cash" ...**

**And – how YOU can avoid them – now!**

As you read through these **7 BIG MISTAKES** – and the solutions to the problems they create - you'll immediately be in a position to make more money – more easily – more often.



**Peter Thomson**  
The UK's Leading Business &  
Personal Development Strategist

**In fact:**

It's is the lack of knowledge of these mistakes that costs business owners, salespeople and anyone connected with any business venture – fortunes in lost sales, lost profits – and perhaps more importantly; lost personal cash.

So often I've seen business owners who have a personal overdraft that; in reality; should be the business's overdraft – and they're still struggling to pay their bills, waking up stressed out every morning of their lives and knowing that they are seriously damaging their own health and their family's financial future.

**I've made this report as brief as possible whilst still giving you everything you need to know about the **7 BIG MISTAKES**. No padding or waffle – just useable ideas you put into action – immediately!**

**So let's get started:**

At the end of my message to you I mentioned the **EXTRA BIG MISTAKE** that many businesses were making by not using the most powerful and cost effective lead generation system I ever devised – and I'll be letting you know a little later on – just how you can get that system.

This is the step-by-step process that made one of my clients; Maris Interiors LLP; an **extra £1,200,000 profit** in just over 18 months of using the idea.

Here's what Mike Howard said:



*I met Peter Thomson in January 2004 when he conducted a workshop for our senior directors. We were so impressed with his content and presentation we hired Peter to work with us on a sales and marketing strategy.*

*After only one day he came up with an idea that we thought was electrifying. We implemented the idea in total – and committed resources and expenditure to ensure it worked for us.*

*Since then the idea has made us **over £1,200,000** in additional **PROFIT!***

*We are still using the idea today and it is our constant lead generation strategy.*

*Maris Interiors LLP is the UK's leading office design and fit out specialists with 125 people and revenues in excess of £55M per annum*

**Michael Howard** Chief Executive Maris Interiors LLP

**But more of that in a moment:**

## **BIG MISTAKE #1**

Here's this **KILLER MISTAKE:**

So many business and salespeople do not tell their customers the '**reason why**' they are doing what they're doing.

## Let me explain:

It's totally understandable that potential customers, clients or even patients are sceptical about what they're being offered. You and I and everyone else are being bombarded with sales and marketing messages all day long.

There's TV and radio adverts, newspapers, magazines, email, direct mail, hoardings, even ads on side screens of sports arenas – adverts everywhere!

And 'yes' we get used to seeing those ads and become somewhat 'inoculated' against their messages.

As Roy H Williams, The Wizard of Ads, said when I interviewed him:



***“Most marketing messages don't move the needle on the 'who gives a crap' meter!”***

Here's how you do it different and get to move the needle into the 'action' zone:

## Tell them why!

If you're going to be offering a client a discount – then tell them 'why' you're offering it.

### For example:

We're clearing out the warehouse to make room for our latest product XYZ – and because of that fact – you get to take advantage of us and get ABC at 20% off so – hurry to place your order.

Now provided that the reason is **TRUE** – (and people will see through ‘weasel words’ so don’t use them) – then telling customers **why** is not only good business practice – it makes more sales!

**Next example:**

If you’re offering a product or service and using one of the [8 Factors of Ethical Influence](#) – the Scarcity Principle – then tell your prospective customer ‘exactly why’ there’s a limited time to act – or why you only have a certain number of the product or service available.

I only work directly with 5 clients a year. That’s because I don’t have time to get heavily involved with more than that and still have time in my life to do all the other things I love to do. And I explain that to clients so we both know where we stand – that’s straightforward, honest and the way people like to be treated.

If there’s limited time to act; limited stock of the product or service, limited versions in a particular colour – say so – and explain it clearly.

**Next example – when it’s FREE!**



**As I know you know...**

The 4-letter word, FREE – is one of the most powerful words in marketing, selling and persuasion. And ‘yes’ it’s been overused – however it still works!

**If what you’re offering is FREE...  
then you must tell people WHY!**

**Here’s why:**

People know that there is no such thing as a 'free lunch'. Someone, somewhere, somehow is paying for whatever appears to be 'free' – or there's a solid reason why it's free.

This report is **FREE** – and you must at some stage have asked yourself:

***“Why would Peter GIVE me this FREE report containing full details on the 7 BIG MISTAKES and how I avoid them and make more money, more easily, more often?”***



Now – you may not have phrased it quite like that – true?

But – you still knew deep inside that I must have had a good reason to take the time to find out from my experience in business and of dealing with clients for over 30 years – what were the 7 Big Mistakes (and how to avoid them) and take the effort to write this report, create the website and all the marketing messages – yes?

**Well here is the reason:**

(And a perfect demonstration of how to avoid Big Mistake #1)

The reason '**WHY**' I wanted you to have this report was to do a number of things, important things:

- ✓ I only wanted to give this report to anyone who was serious about increasing their business, profits and personal earnings and the 'marketing messages' were aimed at someone like that
- ✓ This report would, I hope, show anyone as they read through it– that I do have some great ideas; practical ideas; about how to help a business (and its people) make more money, more easily, more often
- ✓ Once someone reads the report they will be more positively inclined to take a look at my major product on business building:  
**The Accelerated Business Growth System**

- ✓ As one of the bonuses with The Accelerated Business Growth System is my special report called: **“How To Generate An Ongoing Torrent of Low Cost Fully Qualified Prospects Who Already Hold You In High Esteem and Are Begging For Your Advice And Services”**



Which is my complete step-by-step instructions on precisely how to use an 'informational product' as a lead generator for your business – then it seemed to make sense to use that self-same proven process to attract serious people who might be interested in **The Accelerated Business Growth System**.

- ✓ It's a good way to start a relationship (or continue one) with a client or customer by:

### **Making the first sale an easy sale!**

And what's easier than a **FREE** product to start!

#### **Does that all make sense to you?**

Great! This is exactly the process I showed Mike Howard and his team at Maris Interiors – the comments in that yellow box at the start of this report. It works!

#### **The truth is:**

Now not everyone who has your 'report' becomes a buyer – nothing works 100% all the time – however the 'seriously interested' in what you have to offer (and not those who have everything as long as it's free) will at least pay you the return favour of taking a look at what you have to offer – as you gave them something of value free of charge.

#### **So – will you?**

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## A good time for promotion:

If you'd like to know more about The Accelerated Business Growth System then just mouse over to:

<http://www.acceleratedbusinessgrowthsystem.com/ma>

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## BIG MISTAKE #2



Let me explain what the mistake is – and then how you can easily overcome it and make more money.

Here it is: A complete misunderstanding as to WHO has the **REAL POWER** in any conversations that involve buying and selling.

You see – the vast majority of people believe, erroneously, that the 'buyer' is the final arbiter in any selling/buying conversation.

**That's totally and utterly WRONG!**

**Here's why:**

A professional business person or professional salesperson understands that the worst thing they could ever do when facing a potential client is to attempt to **sell** (I'll explain more of that in a moment) their goods and services – **BEFORE**...

They've asked sufficient questions (the *right* questions by the way) to uncover and discover the needs and wants of the potential buyer.

Tony Alessandra, a famous American speaker (and one of the 108 successful achievers I've interviewed for my Achievers Edge audio newsletter) succinctly states – and this is so true; that:

**“Prescription BEFORE Diagnosis is Malpractice!”**

And there's another important point, at this stage: There is a VAST DIFFERENCE between 'needs' and 'wants'.  
So...

**You can imagine this:**

Fred, a salesman, is having a conversation with Sally, a potential buyer. Fred has asked a series of well-planned questions and now has a real understanding of what Sally's problems are – and - Fred believes that his 'product' will solve Sally's problems and give her the results she's been seeking.

Having been through the "6-Stage Process of Selling and Business Conversations" – Fred knows that he's reached the point where he could gently ask Sally – if she'd like to go ahead.

He does so and Sally answers:

"Yes – I'd like to order 3 of them" (whatever they are)

It's at this point that Fred has **TWO OPTIONS**:

**ONE:** He can accept Sally's order ✓

**TWO:** He can **REJECT** Sally's order ✗

Now why on earth would he reject the offer of the order when he's been through all the time and trouble to get it in the first place?

Well – let me give you a couple of reasons and then explain **THE WINNER'S MINDSET** that you must have if you're going to get to the top of your chosen activity, profession or business.

**So: why would Fred reject Sally's order?**

1. The price that Sally wants to pay is 'far too low' – way too low and Fred decides that he's not going to 'buy' business by accepting orders that don't make enough profit.

Far too many businesses are dealing with clients where the price that was negotiated in the past now simply doesn't make them enough

profit to make the business sustainable and rather than 'stop' dealing with those clients – they keep on taking orders and get into more financial trouble.

Some years ago I sold my first business – to the people who worked with me – and then acted as a consultant for them, helping them to succeed – for the following year.

One day I had a meeting with the man who'd bought the business, Kevin. We were examining the sales figures and profitability of the business. On one client Kevin was making a loss on every deal. I brought this to his attention. His reply?

"But, Peter, they're going to send us even more business."

More business! What! So that you can make even bigger losses!

This was NOT a situation where more business would see the potential for more profit by reducing the average cost of each order. This was a business where each order had a certain cost to produce it – and that cost was currently higher than the price being received.

So, Yes – rejecting the order on the grounds that it's not profitable is one possible option that Fred has.

## 2. Fred doesn't like Sally!

Now this may seem a little strange as a reason to reject the order; however let me share with you what I've used as my **GOLDEN RULE** of business for years and years.

### **Here is The Golden Rule:**

**"Only Ever Deal With People You Like!"**

Now is this a hard stand to take? Yes!

Is it the ONLY stand to take? Yes!

Why?

## Because here's the truth of the matter:

When you deal with people you don't like, people where the relationship just doesn't work, then:

**All the MINOR problems become MAJOR**

However when you deal with people you do like, people you respect, people with whom you have rapport then:

**All the MAJOR problems become MINOR**

The way to be more successful than ever before; the way to make more money more easily and more often – than ever before – the way to be the success you always wanted to be is:

**“You have to learn how to sell and then...  
You have to STOP SELLING!”**

Here's why that 'action' and 'mindset' is so critical to you:

**Don't ever SELL again – Allow People To BUY!**

Now I know that this sounds a bit unusual - so let me explain - because as soon as **you truly understand** the difference about this mindset – your business, sales, turnover and life will take off to new levels.

Yes, you have to really know 'how' to sell including:

- ✓ The subtle nuances of different words and phrases
- ✓ How to **read body language** (what I call the 'Unspoken Truth')
- ✓ The advanced communicators' skills of recognising language patterns
- ✓ The **8 key factors of unstoppable** yet ethical **persuasion**

- ✓ The professional negotiators' art
- ✓ The **3 things you must say** at the start of every conversation
- ✓ And so much more...

Every successful business person, at some stage in their lives, has admitted to themselves: **I HAVE TO KNOW – how to SELL!**

But – **the real skill; the skill and mindset that will see you join the ranks of the wealthy... is NOT selling – it's allowing people to buy.**

To find out just how The Accelerated Business Growth System will make you more money, more easily more often – and how you avoid even more mistakes – just mouse over to:

<http://www.acceleratedbusinessgrowthsystem.com/ma>

## BIG MISTAKE #3

**Here's the mistake:**

A total misunderstanding of 'why' and 'how' buyers are *REALLY MOTIVATED* to buy - and still using worn-out 'so called' selling techniques that the true professional stopped using when the image of a salesman was still a grubby; desperate; felt hat-wearing; down at heel LOSER selling over-priced rubbish to the unsuspecting and gullible over the door step on a dark and drizzling cold November night.

**Here's the solution:**

Over the years business and sales people have been taught about features and benefits; features, benefits and advantages – and BIG YES – I'm also a firm believer in explaining clearly to any client or customer just what a product or service: **DOES** – as well as what is **IS!**

**However...**

What most people don't realise and don't know is that (*please read this very carefully – it will change the way you do business forever*)

**It's easier to sell the 'avoidance of pain' than it is to sell the 'gaining of pleasure'**

Oh yes it is.

**And here's why:**



**“Away Motivation is The Catalyst for Action  
Towards Motivation is The Continuation of Action!”**

And I discovered that 'secret' over 25 years ago and have used 'away motivated strategies' to sell and market my products and services ever since. This strategy alone has been more responsible for my financial success than possibly any other.

Perhaps only with the exception of 'learning from other people' - but more of that in a moment

So – how will you capitalise on knowing my expression about motivation in order to do more business and make more profits and personal earnings?

**Here's just how you can use it now:**

You remember that I said that true professionals **ALWAYS** find out a customer's needs and wants **BEFORE** they present their solutions – yes?

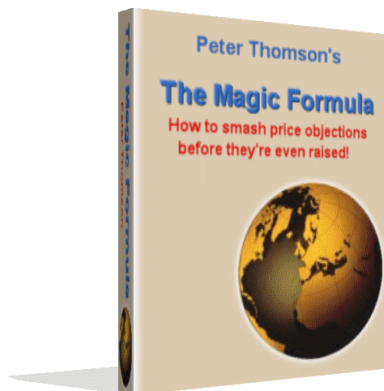
Well – in that ‘gathering’ stage (one of the 6-Stages of Selling and Business Conversations) not only do you find out the problems your potential customer is experiencing BUT:

You find out what **PAIN** those problems are causing!

Then and **ONLY THEN** – do you start talking about features, benefits and advantages.

**Wait there’s more...**

I created a system to position ‘price’ that **demolishes** most, if not all, **price objections** before they raise their repulsive and ugly little heads – and it’s called:



## The Magic Formula

**“How to smash price objections before they’re even raised!”**

And I’ll let you know, a little later on, just how **you can get hold of your FREE copy** of that ‘money making’ report.

So, to avoid **BIG MISTAKE #3** – sell the avoidance of pain **BEFORE** you sell the gaining of pleasure – that makes sense – doesn’t it?

## BIG MISTAKE #4

**Here’s the mistake:**

People who are involved in business and selling come across as ‘too needy’. They position themselves below the buyer – and wondered why they get messed about!

**Here’s the solution:**

Here's how I explain it to audiences when I speak at business and sales conferences around the world:

(If you'd like to talk to me about speaking at your next event - mouse this link: [http://www.peterthomson.com/conference\\_speaking.htm](http://www.peterthomson.com/conference_speaking.htm) )



**“You have to live in a small village which is situated just south of - Arrogant!”**

Yes!

The last attitude you ever want to have is ARROGANT – but just ‘south’ or just ‘short’ of arrogant is where you need to be.

If we're weak willed, allowing potential customers to have the upper hand – then the relationship is off on the wrong foot.

Business is about win/win deals – where both parties benefit from the relationship.

The buyer or potential customer isn't superior and neither is the business or sales person – they are on the same level.

As you go through my ideas on **BIG MISTAKE #6** in a moment - and blend them with this idea and the ideas we've already been through together then you'll take the next step to business success.

**For now – believe me when I say...**

That **until** you believe deep inside that you are the final arbiter in any selling/buying conversation and that you always have the choice to walk away from the wrong deal – you'll be run ragged by clients and

customers who don't have the pleasantness, don't have the integrity, don't have the win/win mentality, don't have the mutual respect that you and I have and – that you and I know is the only way to succeed.

If you'd like to know even more about business and selling success; avoid even more of the mistakes and errors that so many people are making that costs them a fortune in lost sales and personal cash - and get your **FREE** copy of **The Magic Formula** "How to smash price objections before they're even raised!" then just mouse over to: <http://www.acceleratedbusinessgrowthsystem.com/ma>

And see for yourself just how many more proven ideas you'll discover that will help you to make more profits, more easily – more often.

**Ideas such as:**

- ✓ The **4 Golden Questions of Business Growth** – miss out on these and business becomes an uphill struggle rather than a real pleasure. These are the questions that only the 'switched-on' business people are using to gain a major advantage over every one of their competitors
- ✓ How to avoid having your customers feel 'manipulated' whilst still using **the 8 'unstoppable' factors of ethical persuasion**. I wonder which ones you're already using?
- ✓ The **5 Key Numbers** – you must know about your business. Knowing these and the actions from that knowledge - will skyrocket your sales and profits – and dramatically enhance your personal reputation
- ✓ How to **discover the 1000s in profit** already lying on your client list. And creating a process that keeps the 'competition wolf' from your best customers' doors.
- ✓ The **advanced communicator's technique** to - uncover what your customers are really saying to you – diffuse any misunderstandings and have them fulfil their buying desires with you and not someone else!

Go ahead just mouse over now to:

<http://www.acceleratedbusinessgrowthsystem.com/ma>

You'll be pleased you did.

Let's look at more BIG MISTAKES and see how you can avoid them and save yourself a fortune in lost sales, profits and cash:

## **BIG MISTAKE #5**

### **Here's the mistake:**

Bleeding when you don't have to!

In other words failing to learn from other people – people who've already been 'there' and done it!

### **Here's the solution:**

As I mentioned to you in my first message one of the **GOLDEN RULES OF SUCCESS** is to:

**DO What Successful People DO and  
You'll HAVE What Successful People HAVE!**

The challenge that faces most people who want to make a success of their lives is that they just have to make some mistakes along the way – and 'yes' that's actually part of the fun of succeeding.

Life would be pretty boring if success was just a walk in the park – and anyone could succeed without effort.

### **However – the simple fact is...**

It's crazy to make mistakes that can be so easily avoided - and the way to do that is to ask other people.

### **Here's how it worked so well for me...**

When I started my leasing company (Compass Leasing plc) in Birmingham UK some years ago – I searched around and found that one of the most successful leasing brokers in the country was Stephen Blumenthal. I found his number and pestered him for months to get an appointment. Finally he agreed to see me.

For that meeting I prepared meticulously – finding out everything I could about Stephen and his business. I prepared an agenda. I rehearsed exactly what I would say to him; the questions I would ask; the answers I would give to any questions he might ask me.

As the old truism states:

**Proper Planning Prevents  
Particularly Poor Performance**  
(This is the polite version!)

Off I went and all that preparation paid off. Stephen took me under his wing and taught me so many of the insider secrets and special wrinkles that would make money in the leasing business.

**Add to that...**

Early in the next year I received a piece of direct mail from a company I didn't know at that time. The Nightingale Conant Corporation...

**Bear with me – this is just so important to your ongoing success:**

The promotion was for one of their 'flagship' programmes: Lead The Field by Earl Nightingale one of the founding fathers of personal development – and the co-founder of Nightingale Conant – the world's largest audio training business.

Based in Chicago it's now been in successful operation for over 50 years.

As the programme (6 cassettes) was available on free trial and I had nothing to lose whatsoever – I ordered a copy...

## **That decision changed my life – forever!**

### **And the same can happen for you...**

Yes – once I'd listened to 'Lead The Field' and totally understood Earl's messages – my business and my life took off. I became a junkie – an audio junkie that is and still to this very day I listen to audio programmes (CDs now of course) at every moment I can.

Always in the car and even occasionally in the kitchen early morning when the family are still slumbering away.

I cannot even begin to quantify the difference audio learning has made to my life – suffice to say that just 4 years after listening to Earl and numerous other audio geniuses I sold my business for £4,200,000 and retired at the tender age of 42.

Now today £4,200,000.00 is still a big chunk of cash – back then it was a small fortune!

### **The point of this story is...**

Why make silly mistakes when you simply don't have to! It's just so easy to read a book by someone who's been successful. Listen to an audio programme by someone who's already travelled the road – go to a seminar delivered by someone who has 'proven' insights to share.

## **The costs involved are infinitesimal**

Yes - the costs involved are infinitesimal compared with the benefits you and I receive by using their knowledge and by easily avoiding the mistakes they've already made and explained to us just how to steer clear of them.

Since realising the 'awesome' power and flexibility – and ease of audio learning I've become involved in that field.

I'm now Nightingale Conant's leading British author and presenter and have created 124 audio programmes, 137 video programmes, 3 books

and 7 tips booklets and delivered seminars across the world sharing my real-world practical ideas on business and personal success.

In the last 9 years I've interviewed 108 successful achievers from all walks of life and over 260,000 copies of my monthly audio newsletter; The Achievers Edge have been purchased by fellow achievers across the world.

**When you go ahead and check out:**

<http://www.acceleratedbusinessgrowthsystem.com/ma>

You'll discover the names of the mega-achievers who've helped me understand just how the art of building a successful business is applied.

You'll be able to use their ideas too.

**Let's now look at...**

## **BIG MISTAKE #6**

**Here's the mistake:**

An out-and-out; complete and utter confusion about PRICING! And... especially by those who supply any form of advice, consulting or coaching as either 'all' of what they provide or even 'part' of their offering.

There's a KEY FACTOR that's part of the 'pricing formula' that, for some inexplicable reason 99 people out of a 100 either 'forget' or they simply aren't aware that **THIS IS THE MOST IMPORTANT** part of their offer and; you know what...

They leave thousands in profits (and personal cash and - respect) lying on the negotiating table. What a total waste!

**Here's the solution:**

The significant factor in any 'price' of any product/service where there is human interaction; especially if the supplier provides advice, consultancy, coaching etc – **is the experience of that person.**

## **Your Biggest Asset Is Your Experience**

And yet – most people never charge for their experience they only charge for what they do.

Please re-read that sentence!

**Here's the undisputable fact:**

**You Don't Get Paid In Life For What You DO!  
You Get Paid For What You've DONE!**

**Here's a true story...**

This dates back years and yet - the lesson you'll learn from this is as relevant today as it was - way back then.

A friend of mine, Dave Harper, is an electronics expert.

In 1979 Dave was called out to an egg box manufacturing company situated in the south of the UK.

Their egg box making machine had stopped working and non-production was costing them £500.00 an hour. It has been 'down' for 8 hours!

Dave turned up.

He examined the machine and slipped out the processing board.

It was hot and he realised it wasn't performing as it should.

He removed the board – it took 20 seconds.

He went out to his van. Got another processing board and soldered it into place. That took 40 seconds.

The egg box making machine started working immediately. The people at the egg box plant were delighted.

Dave's bill for his one minute's work was £1,000.00!

Now here's the question to consider...

Did Dave get paid £1,000.00 for his 1 minute's work?

No!

**He got paid for his years of experience!**

Here's what his invoice should have looked like:

<b>Dave Harper Electronics</b>	
<b>INVOICE</b>	
<b>Invoice Number: 76523</b>	<b>Date: 3<sup>rd</sup> November 1979</b>
Item 1: Fixing Egg Box Making Machine	£ 50.00
Item 2: <b>KNOWING</b> how to fix it	£ 950.00
	-----
Total	£1,000.00
	-----
Payment terms: NOW!	

Here's my important question to you:

**"Are You Still Charging The £50.00 And Forgetting To Charge The £950 For Your Years Of Experience?"**

Can I leave it there for you?

I've even more ideas on 'charging the right price' and just how you do it – and – have your customers delighted they paid you - go ahead and take a look

<http://www.acceleratedbusinessgrowthsystem.com/ma>

You'll be pleased and –financially better off when you do.

## **BIG MISTAKE #7**

### **Here's the mistake:**

Failing to have a systematised referral process and not understanding the **TWO HIDDEN BENEFITS** of having that system.

This mistake costs so many business so much money in lost turnover and profits and means that those who sell the company's products and services waste hours of their professional and valuable time in speaking to prospects that haven't the slightest interest in buying.

What an utter waste of time and resources!

### **Here's the solution:**

To start: Now isn't the time to go through the complete step-by-step guide to setting up a systematised referral process. You can find out just how you benefit from that when you go ahead and check out:

<http://www.acceleratedbusinessgrowthsystem.com/ma>

However NOW is the time to explain the **TWO HIDDEN BENEFITS** of having that system in place in your business:

### **Here goes:**

#### **✓ Hidden Benefit #1**

Asking for referrals or what we might call 'personal introductions' is the best way of checking your relationship with your customer!

If they refuse to give you referrals you know that something is amiss and you have an ideal opportunity to find out what's wrong and take corrective action

#### **✓ Hidden Benefit #2**

Asking for referrals is one of the best 'Retention Strategies' you could ever use. It's just one of the 27 Best Retention Strategies you'll learn more about at:

<http://www.acceleratedbusinessgrowthsystem.com/ma>

How on earth could a customer stop buying from you when they've just given you the name or names of their friends and colleagues and by implication recommended that those contacts also buy from you! They couldn't!

## Is this you too?

**Here's how I think about business – and I believe you do too; otherwise you wouldn't have read all the way through this report:**

- ✓ I'm interested in increasing the profits of my business and
- ✓ I'm always keen to increase my personal earnings
- ✓ I'm one of that select group of achievers who do take the time to discover real-world proven ideas that helps me be even more successful than I am today
- ✓ I want to avoid 'silly mistakes' by learning from those who're already very successful
- ✓ I know I make a real difference to my customers' lives and deserve to rightfully and richly be rewarded for my efforts

**Then...**

**Here's how it is:**

I'm certain you'll want to discover:

- ✓ The **#1 Method to position yourself** in the market and **get the 'best price'** – every time – rather than having to negotiate the price of every sale – every time

- ✓ The step-by-step approach to **increase the average order value** of every 'deal' you do - **make 10 TIMES MORE MONEY!**
- ✓ The **4 Golden Questions of business growth** – most people are only using two of them – at best and leaving so much extra profit just lying on the table when it could so easily be yours
- ✓ The **8 Key Factors of unstoppable yet ethical persuasion** – I wonder which of them you're missing out on!
- ✓ **Another BIG MISTAKE** that most business and sales people make that costs them 1000s in lost sales – it's understanding one of the 'critical costs' of business
- ✓ How to **avoid 'low response'** on your marketing spend by employing this subtle method of lead generation
- ✓ The **#1 way to get a torrent of warm leads** – customers who are just begging for your help
- ✓ Discover the **hidden turnover and profit** in your customer base. This is ALSO how you'll **resurrect lapsed clients**

## Why don't people buy from you?

I know the answer and – it's going to shock you just how simple it is.

Here's what one client told me:

*After using Peter's 'XXXXX XXXXX' idea this is what happened: In good years it was responsible for 20% of our turnover – in bad years it was responsible for 50%!*

By the way – this company has a turnover of £50+ million – so you can see just how powerful this is.

**And what's even better...**

This **#1 Marketing Idea** can be used by any business; including yours; regardless of its size, product/service range or market.

Just wait till you unleash the power of the **XXXXX XXXXX** in your business!

**So – here’s a question for you:**

If you’re serious about making more sales/profits/personal earnings than ever before – will you take just a few minutes and go ahead and see that it really can happen just so easily now?

**Yes!** Then here’s all you need to do. Just mouse this link – and you’ll have immediate access to all the information you need.

<http://www.acceleratedbusinessgrowthsystem.com/ma>

I wish you every and continued success in generating more money – more easily – more often and to you living even more of the life you know you deserve.

Until we speak again

*Peter*

Peter Thomson

**A**nd the lawyer, appropriately dressed in his dark blue pin-striped suit, crisp white shirt and red and blue tie, with shoes so shiny you could see your reflection – in a voice more serious than I’d expected said: “There you are Mr and Mrs Thomson – your cheque for precisely £1,000,000.00

My wife, Sharon, half turned to me with twinkling eyes. We didn’t want to react like two naughty children who’d just raided the local chocolate factory so we nodded, smiled demurely, accepted the cheque and left as soon as was polite – given the circumstances.

Outside – on that crisp spring morning – we pumped our fists, clapped each other on the back, kissed - and hand in hand skipped down Lombard Street London EC3 – like a couple of lovers on the second day of their first honeymoon!

**And it all began... with me making a - very silly mistake.**

**Here’s the full story and how you avoid that mistake. Go ahead:**

<http://www.acceleratedbusinessgrowthsystem.com/ma>

**Dr. Peter Thomson (Hons.)** is now regarded as one of the UK's leading strategists on business and personal growth. Starting in business in 1972 he built 3 successful companies – selling the last to a public company, after only 5 years trading, for £4.2M enabling him to retire at age 42.

Since that time Peter has concentrated on sharing his proven methods for business and personal success via audio and video programmes, books, seminars and conference speeches. With over 100 audio and 100 video programmes written and recorded - he is Nightingale Conant's leading UK author.

#### **Books**

3 books on business and personal success and communication skills

#### **Audio and Video Programmes**

Business growth and personal development, sales, public speaking and communication skills

[http://www.peterthomson.com/best\\_kept\\_secrets.htm](http://www.peterthomson.com/best_kept_secrets.htm)

#### **Monthly Audio Newsletter - 108 Programmes published.**

Peter is the publisher, writer and presenter of the widely acclaimed AUDIO newsletter "THE ACHIEVER'S EDGE!" Over the 9 years since its inception, over 260,000 copies of the programme have been purchased by achievers across the world.

<http://www.theachieversedge.com>

#### **THE ACCELERATED BUSINESS GROWTH SYSTEM**

A DVD /CD Audio/ /workbook/ - business growth system - Each module contains tried and tested and proven ideas to help any business increase sales and profits. 36 modules

<http://www.acceleratedbusinessgrowthsystem.com/ma>

#### **Personalised Training Videos**

A series of 10 sales training modules have been written and recorded for a UK major insurance company – allowing a consistency of training across their 300+ sales team. 7 personalised modules for another major insurance company.

#### **Tips Booklets**

Peter has written and published 7 tips booklets:

#### **tgiMondays**

As editor of tgiMondays Peter provides a **FREE** weekly Motivation Monday Message to over 21,000 success-minded people worldwide. <http://www.tjimondays.com>

#### **Doctor of Letters**

In 1999 The American Intercontinental University in London – with permission granted by the American Government- awarded Peter an Honorary Doctorate (Doctor of Letters) for his work in communication skills and helping others to succeed in life.

#### **Conferences and Seminars**

Apart from writing and recording programmes - Peter spends part of his time delivering seminars and conference speeches in the UK, Europe and the Far East.

[http://www.peterthomson.com/conference\\_speaking.htm](http://www.peterthomson.com/conference_speaking.htm)

As a family man (4 sons), 30 years of business experience on his own account and as a keen golfer - his presentations and audio works are brought to life with true stories of success and failure – designed and delivered to make any listener realise that they too can achieve their goals, be more successful and still – have time to play!

#### **Contact Details:**

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