



## A Scandalous Secret About Hanging With Zeros!!

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I bet you didn't know that I love hanging out with ZEROS.

**I mean BIG, FAT ZEROS!!**

The first time I said that to someone years ago, they thought I was being rude. (I have been known to put my foot in my mouth occasionally - but this wasn't one of those times!)

Nooooo - I was referring to the **NUMBER ZERO** and how much I love it when it hangs out with its cousins, friends and the rest of the ZERO family.

**Here's an example:**

\$50

Well - "One is a Lonely Number Baby" and I prefer when the Zeros hang-out together in packs!

As in \$2,000. \$5,000. \$10,000. \$100,000. \$500,000. \$1,000,000....and so on...

### Are You Afraid Of The Zeros??

It always amazes me how **AFRAID** people are when they are **creating a proposal**, "pitching" a potential new client or having that **BIG meeting** when they finally start talking **PRICE**.

When the client asks...

**" What's The Investment/How Much?**

Most people avoid eye contact, look down and mumble the price under their breath and then start rambling on and on.

### 3 Sales Diva Tips To Be A 'ZORRO' With Zeros:

- 1) **ADD 20%** to whatever final number you came up with (as I **KNOW** you didn't charge enough initially!)
- 2) Only provide a discount if there is a **major commitment** from your client. You **don't reward people** who want everything for nothing. (and maybe you don't even need a discount)
- 3) **Look them straight in the eye** and state your price. **Then be quiet**. You have nothing to be ashamed of and your middle name isn't Chatterbox. Glve your client a moment to absorb and think - it's perfectly OK for it to be quiet in the room!

### One Last Diva Tip?

If you really shake in your boots when you have to say **One Thousand or 5 Thousand etc....**then use my favorite initial and say this:

**" Your investment is \$5 K."**

**Believe in yourself LADY** - if you don't believe you are worth it - your client won't either.

So there.

**Kim Duke, The Sales Diva**, provides savvy, sassy **sales training** for **women small biz owners** and **entrepreneurs**. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her **FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make"** at [www.salesdivas.com](http://www.salesdivas.com)