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“Time to Sack Your Mentor and Run - When He Tells You to LIE!”

Salesmanship Or Lies?

‘How little guys can THRIVE – While staying TRUE to themselves!’



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Let's get right into this shall we? 😊

After an interesting conversation with a potential coaching client... I wanted to put something together to warn people who I have dealings with, of some practices I'm not happy with.

If you've been told to LIE in order to make money online....

What does that really tell you about your mentor???

If you're reading this now, I'd like you to think long and hard about who you listen to in your online marketing adventures!

So very briefly - I'd best tell you a bit about me,



My name is Randy Smith, I'm 56 years old and live in the North of England with my Wife Rachel, and her 2 teenage daughters. *(My own 4 are all grown and have given me 12 grand Children at the last count.)* For more about me – do check my [About me page on my blog](#).

I've been marketing online for around 19 years.... failed miserably for the first 5 years, made a lot of money over the next 12 years, then semi-retired in 2018.

But I do like to keep my hand in, so now I work on my own terms part time and still earn more than many of my full-time friends.

Throughout my online career, I admit to being hopeless at anything Techy - so don't ask me for any advice there...lol *(though I do now have a lot of contacts who do know how and what to do).*

Any skills I have come directly from my life experience, which is 20+ years involved in direct to consumer sales, as either a high earning salesman or 'hands on' sales team manager. Coupled with a lot of time online studying the differences and similarities of the psychology of sales off-line and on selling is all I know.

That should be enough to give you a grounding on my rant in this report. If you want to know more and get to know me do feel free to check my blog at www.RandolfSmith.com ;)

So you want to make money online?

Well plenty of other people do too, and that leads many into an industry that does nothing else other than teach people how to generate an income from various online activities. *(So many shiny objects launched daily, all promising push button riches, and doing nothing more than to distract people from actually putting in effort and work!)*

A big part of that - is finding someone to teach and guide you, whether that be through joining the marketing lists of others, buying specific products such as ebooks, audio and video products, and even joining membership sites and groups, to learn what is needed to become successful online. And there are some excellent resources available.

However - my words here are not to get into the in's and out's of various products or resources.... but to focus on one of the methods people utilize to learn.

Finding and learning from a Mentor/Coach!

Or at least - finding a good one!

Personally, I have a good few people whom I hold in high regard, and I've learnt much from them.

But this report focuses on the difference between just 2, and I'm hoping that by highlighting them - you will be able to avoid becoming a person whom I wouldn't wish to have any dealings with!

I may be wrong in my assumptions, you may disagree?

All I can do is be open about how I feel and put it into writing for others to judge whether I'm providing any useful value here.

So - How did this come about?

Well I probably spend more time than I should communicating with people by various means including 'one on one' coaching calls via skype.

(I actually get a good deal of 'word of mouth' work this way as I don't even have a site up to promote my own coaching, but I do help out on another marketers program, and I'm kept fairly busy.)

This all started with a promotion I was running to advertise one of John Thornhill's packages.

Here's my link if you'd like to see what it's all about <https://randolphsmith.com/likes/AutoSalesSys> -and yes it's an affiliate link, AND I will make money if you join! -Your choice.

So anyway - I'm chatting on skype when a graphics guy I had done some sales copy for came online...

He said he may need to change some of the **copy I wrote for him**, and could we discuss it.

Plus, he may have more copy writing work for me if I'm interested.... and here's what happened next.

While chatting I asked if he'd joined John's program.... to which I received the reply that he hadn't... due to having 'heard' from his NEW mentor, that John may not be the real deal!

And hey – this guy charged him \$5000 for his coaching!

Frankly I was puzzled and quizzed him what he meant by that...

(For one thing I've been known John's since 2005, and worked with him since 2006, Then joined his team to help create his main coaching program in 2011, and I'm still active in my semi-retirement with that program!)

The reply came that he didn't show video proof of his paypal account ???

Indicating that this meant he wasn't really earning any money! (**Update:** John does now show some screen shots of incomes – times change, and people seem to like seeing money as a symbol of success gained!)

Cedric (not his real name) then said

I should check out the site of his mentor where he gets his advice from, and gave me the link... I followed the link to a web page that seemed to sell a product similar to that of one of John's *(The main difference being this person seemed to have copied John's pages, but claimed his were the originals!)*

(At the time of writing)

On the page were a couple of videos.

The paypal video Cedric was referring to showed one days sales totalling around £50 and a balance of around £200 after seeing Just that ONE days sales – the person (*lets name them Lesley...that could be male or female...lol*) then skipped into the history tab and showed that they had withdrawn around £2000 in the last 30 days.... all the while pitching that anyone who didn't show this could not be trusted!

To be honest - there was so much **negative pitching** in both the copy and the video - that I immediately started wondering why *Lesley* didn't just pitch positive benefits of joining their site... instead of practically saying that everyone else could not be trusted?

That made me wonder slightly, why I hadn't seen more than one day of sales in the video...?

Why stop and switch screens to show the withdrawals?

Would it not have been just as easy to scroll down and show all the money coming in??

Maybe it's my 5 years of failing and being scammed - or just all those years of selling ... but my next thought was... **how easy it would be** to pay cash into my paypal and then draw it out a few days later... repeating the process to look like I had withdrawn a few thousand?

Back to Cedric...

Whilst I was watching the Videos and building a slight distrust of the information being presented by Lesley...

Cedric had sent over '**His Mentors' comments** on the copy I had done and how it should be changed to 'Improve it'...
and asked if I agreed.

Here's where I may now be biased ??? ... you decide...

This is some of the transcript Cedric sent me (*with names changed accordingly*) and **my thoughts** on what was said under each statement.

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Lesley's Mentoring says:

e.g. tell your customers of the benefits IMMEDIATELY if they buy YOUR graphics - tell them to expect increased sales instantly etc. etc.

Well we do mention all the benefits...

But Cedric - you're selling to marketers who know it will take a few days to get the graphics ...and then build the site ... So I wouldn't focus on the INSTANT increase in sales DUE TO NICE IMAGES! – Surely that is down to a lot of different elements, including the sales copy, the

traffic sources, the page design, and whether the product itself is of benefit to the buyers?

****ok 2nd one...**

Lesley's Mentoring says:

Make or create a sense of URGENCY to your buyer - for e.g. – to follow up on the first para, tell them that they won't experience this amazing difference in sales - signups - etc to their website if they don't buy from you NOW, and to make it easier you are going to give them a huge discount simply for visiting your site. – Then double your price and knock half off for them!

*## Again Cedric - we are dealing with marketers buying graphics...I think their focus would be on getting a great job at a good price and seeing what you can do... I think it's a bit early to start talking huge discounts just yet in the copy, AND – **Top it & Drop It**, is one of those practices I'm not keen on, used mainly by the dodgy sales guys who don't sell benefits, and rely on High Pressure selling!*

****Lesley's Mentoring says:**

ok 3rdly.... you MUST appear as an AUTHORITY in your area - e.g. the BEST graphics on the net - NOT just Cedric's Graphics.... zzzzzzzzzzz

Tell people you have been in the business for 25 years and created graphics for big companies (*DONT name names, but add images of big companies like CocaCola etc.*) your experience is second to none. etc etc

****Lesley's Mentoring says:**

to follow up on this 3rd section - you MUST put an "unbiased" sentence straight after this one.. for example.... "we may have been in the biz for 25 years - but we really just love to help and watch the success of our customers after ordering our graphics" etc. etc.

It was at this point I began feeling a complete dislike and distrust of Lesley. Why claim 25 years in business when you're a 23year old graphic designer?

My reply ...

Cedric - the copy tells people you've been doing it for 2 years and that's an honest statement... you also have honest testimonials from satisfied customers... I honestly believe that if you are blatantly lying - you will get caught out at some pointand any credibility you have now will be totally lost forever!

****Lesley's Mentoring says:**

last 1 - CAUSE YOUR VISITORS FEAR (lol)

****Lesley's Mentoring says:**

Tell them - they WILL experience difficulties - problems - etc if they buy from any other graphics company and do not buy from you NOW... THEN HIT ALL YOUR TESTIMONIALS one after another – in that order...

Be Sure to **slag off ANY other** graphic designer, and mention the complaints you get about anyone who has a good reputation – to ensure they don't even consider them!

****Lesley's Mentoring says:**

e.g. the resolution of others is not as good as yours etc.
etc. – the images you have access to are from the biggest library on the planet ...

****Lesley's Mentoring says:**

if they buy elsewhere - they get scammed (*you know what I mean, make up some sob story another client gave you from spending their life savings!*)

Sorry Cedric ...

but I totally disagree with this too.

I would stick to making the claims you have ... that your service is quick, reliable, professional, etc... and at a very competitive price etc... with the guarantees you have in place

WHAT IF -someone who was just looking to try a new designer, and still happy with the one they have who may be busy this week came along?

Are you trying to insult him by telling him you're better and he isn't getting a good job - when he's already happy?

Sorry Cedric ... but SALESMANSHIP is one thing... LIES are something else!

****Lesley's Mentoring says:**

LAST ONE (best one) You ready?

****Lesley's Mentoring says:**

ok tell people NOT NOT NOT to buy your graphics

****Lesley's Mentoring says:**

tell people not to buy your products.... tell them to go and buy all the other graphics and explain THAT YOU ALREADY KNOW WILL FAIL THEM...WILL LET THEM DOWN IN SOME WAY first.

****Lesley's Mentoring says:**

this will earn you a loyalty with the visitor

I've got to say Cedric...

I stand by my copy...

I'd rather focus on the positives of people dealing with you ...than try and say you're the only graphic designer on the net...

Marketers are not stupid - they know there are plenty to choose from...

To me 'Lesley' does nothing but Negative pitches....

That may work on a few ebook sales to newbies ...

But from my background and experience, the only time a salesman would use a totally negative pitch... is when he had nothing good to say about his own product - so the only thing to do is instil a fear that everyone else is out to con them...

I wouldn't be happy working that way.

Cedric did reply that he understood where I was coming from...

Continuing our chat –

I discovered that 'Lesley' charges **\$5000** for mentorship!

And that I guess, is when I decided to write this...lol

IF Lesley is so comfortable mentoring people to TELL
BLATANT LIES ????

**WHAT information that Lesley passes on can be
trusted AT ALL????**

Whereas John Thornhill's program is a lot cheaper!
But the big difference to me - is that in the years I've
known John – He has **NEVER encouraged** anyone to do
anything dishonest... he teaches people to give value in
order to achieve success!

So there's my tuppence worth...

I've mentioned John's program because I'm involved with
it, and know a lot of members who have gone on to get
great results for themselves, and we all rate John's
Teachings highly!...

For \$1 risk with a money back guarantee - anyone could
give him a try. I'm not saying that any other mentor
regardless of whether they charge \$5, \$500, \$5000, or
more, isn't going to provide excellent value - I just wanted
to show two examples at what I consider opposite
extremes.

And thus **highlight another point for people selling anything anywhere.**

We all use an element of Salesmanship to build up our customers' expectations and close the sale....

But please ---Make sure you have a product that is providing value for money... and **DON'T tell Lies to get the sale!**

As for Mentoring...

Don't deal with Liars, don't listen to their advice, and don't give them any of your cash... AND for the sake of your own business...If you want to find a mentor - ask around and use due diligence...

Remember - **Salesmanship is one thing ...
*Liars are a different animal!***

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In this **2019 update**, I can tell you that **BOTH Lesley & Cedric** (made up names) **Are NO LONGER trading online!**

In fact: The Coach/Mentor launched another couple of products that received very poor reviews, and then vanished completely. And I honestly don't know what happened to Cedric – But I've not seen him or his graphics site for years!

Hence: I do feel somewhat justified in my critique of how they wanted to sell.

That was where my original report ended, but after feedback and questions from those who downloaded it and read it, I added more in order to point folks in the RIGHT direction!

Keep reading if you'd like to learn how to THRIVE as a little guy who stays TRUE to themselves and uses Salesmanship NOT Lies, in order to get customers.

Salesmanship Or Lies?

Part Two...

I'm not sure how brief this will be, or if I'll Ramble on as I do in some of my newsletters...
But here goes and we'll have to wait and see.

I'm writing this follow up after questions from some of the wonderful people I have on my 'Randy's Ramblings'.

I received some great feedback from people who are sick and tired of being told what they should buy by people who really don't know the first thing about the subject matter they are selling.

It has also been pointed out on several occasions that some forums & Groups, where people go for advice will be filled with 'wannabes' who are just trying to 'up' their post count by replying with answers that are at best misleading, and at worst 'downright harmful' to other people's businesses!

I must admit - I inclined to agree,

In fact: I've stated a good few times to be careful where one gets advice from.

And if you're using a popular forum or social media site - to spend some time seeing who the respected members are, or to limit yourself to certain sections that don't contain the free for all of '*so called experts*'.

OK – let's get to some straight-talking advice for those who are interested.

This is for the people who don't wish to join the ...

"Fake It Til You Make It Brigade"

Firstly - there needs to be some explanation of that term. It's a term that has become misused in the internet marketing arena...

It is supposed to mean and deal with...

Your Attitude - Not the Telling of Lies!

It's about acting enthusiastic **until you become enthusiastic!**

Or Thinking and Believing you have a Successful site - **until you do have a successful site.**

About thinking positive, believing in yourself, acting like a professional.

Treating your list of 5 as though they were 5000 of your most important customers!

Pretending to yourself that 100,000 people are about to read your report and **convincing yourself sufficiently to**

ensure the quality of it - as though it really were going out to those numbers... as opposed to wondering if even 300 will see it.

Are you starting to see a difference here?

I wanted to highlight the difference because this is what they '*good guys*' mean when they give this advice.

Unfortunately, what tends to happen is that the advice becomes diluted...

Before you know it there are hundreds of people **telling you to just tell lies until** you've made it to the big time!!

That's NOT what was meant!

However - just like the stone that's dropped into a pond - once one starts, the effects ripple out and reach vast numbers...

... who then believe that the only way to achieve success is **by lying, being deceitful and dishonest!**

So here's some news for you if that's what you thought it meant...

You don't have to lie,

and if you do it will actually be bad for your long term business!

(I'm sure there will be people that don't care and are only here for the short term anyway)

For those who never wanted to get involved with anything dishonest - I'm sure you always knew the true meaning of *'fake it til you make it'*, and only struggled with how you go about *'selling'* from your site without having the name or experience of an established marketer.

This is where I'm hoping to assist all you genuine people with some tips that I sincerely hope will help you.

The Big Difference

Salesmanship Or Lies...

We've established what liars do ... they've had 6 months online and tell everyone they've been online for 6 years and are experts.

I'm sure we've all seen sites with the *'Picture of My Boat'* which coincidentally happened to be the same picture as one from a boating catalogue site :)

Same with cars and houses etc.... all telling lies to make people seem experienced and successful.

Another side fact:

A UK Marketer recently served time in PRISON, for 'conning' his buyers. He filmed a sales video at a house he was only viewing and pretended it was his, a rental car parked in the driveway, and made claims of income far in excess of any reasonable expectation.

This enabled him to take thousands of dollars off his victims BEFORE he was eventually caught out, taken to court and actually got 2 years inside!

So how does a relative newcomer differentiate?

I know that many will probably be thinking...

"But Randy - If I say I'm new, no one will listen and hence I'll get no sales!"

Maybe so..... But this is where we do differentiate, and use "**Salesmanship**" not lies!

Salesmanship in it's true form, isn't about having a One Time Offer, or a rising price to force the customers hand,

True they form a part of making sales... But what we're discussing today is keeping people on your page. Getting people to be interested in what you have to say.

The easiest way for me to try and explain will be by giving some examples of what I mean and talking you through them... so here goes.

Lets assume that we have a graphics designer like 'Cedric' from part one.

He's been online for a couple of years and is gradually achieving some success.

From what he's learnt through his experience he is about to revamp his sales page.

So now he has a choice....

The Liar will tell him he should say things like..

"I've been online for 15 years and deal with the graphics for many large corporations - I can't name names due to contractual stipulations, but you will have seen my work all over the world, Here is a picture of my huge office block!"

He thinks of saying this because his liar of a mentor tells him to, and he is worried that he won't get any orders if he says

"I work from my bedroom and I've only been doing this 20 some months!"

This is where the difference comes in ...

To use some real Salesmanship - **we just look for the truth and highlight the benefits we do have.**

So my thoughts would be to say something like:

"I've been totally focused on graphics for the IM arena for nearly 2 years now - so I know exactly what sort of graphics pull people into your page, My costs are kept very reasonable due to not having to pay rent for large offices as I have all the latest software on the pc's in my home office!"

Can you see the difference?

The first pitch was lies that will be sure to get found out at some stage.

The second told the truth, and attempted to **highlight the benefits** of the circumstances and show them in a positive light.

Here's another example:

Let's assume we have Joe, who is writing a blog and trying to sell a top marketers (*Mr X*) product for the affiliate commission.

He could Fake it and lie:

"My name is Joe - you haven't heard of me because I've been underground for years making \$10,000 a week, but I've come out to tell you about my best buddy Mr X - he has a product you need if you want to earn \$10,000 a week like me... click here"

Now other than thinking to ourselves: oh look another claim we don't believe... we may also notice that if Joe is new, his site may not be the best design - there may be errors in the html or other coding, he could be using a free auto responder... and all sorts of other reasons why we may doubt his credibility...

However,

If Joe applied the Truth with some Salesmanship.

He could have said:

"My name is Joe - I've only been doing this a while and I'm still learning loads, My site isn't the best in the world, and I know I still need to invest in some professional tools etc...

But hey One thing I have just found that's really helping me, is a product by Mr X, I don't know him other than through being on his list... but he does provide good content and that's why I bought his product... I think it's really useful, and it's teaching me a heck of a lot. I honestly believe it will help others like me and even people more experienced... take a look yourself click here"

See - No Lies ... but again ... using the circumstances Joe has - he would **highlight some good reasons why** people should listen to him!

Because he's new, **it can be a selling point.**

Because his site isn't the best - again - it proves he is being honest and works as a selling point, it shows him in a positive light.

Because he then tells the reader he has learnt much from Mr X's product... he is creating a desire for the reader to know what is in the report. etc. etc.

I'm hoping the two examples above show that there is no need to be dishonest in marketing.

Salesmanship is all about looking at Exactly what you do have...

Then finding reasons why that's a good thing!

If you've been trading for years

- then salesmanship will talk about the benefits of your experience, the knowledge you've gained etc.

If you've only just set up

- then salesmanship will talk about your new vibrant company not set in your ways ready to move with current advances etc.

If you're a big concern

- Salesmanship will highlight the size and credibility of your operation.

If you're a small concern

- Salesmanship will highlight your desire to give a personal service to every customer and being small enough to care.

The whole point is that there really is no need to tell lies, all that's required is to view all the circumstances and find the benefits the customer will gain from them.

Here's another tip regarding benefits:

"Sell the Sizzle - Not the Steak"

That hopefully may remind you to think of your benefits?

No one buys a steak because it's a big lump of dead flesh that will fill your stomach...

They buy the Aroma, the Tender Succulent Morsels Practically Melting in Your Mouth, that Gorgeous Sound of the Steak Sizzling on the Hot Plate making you Saliva at the very thought of cutting into it, etc. etc.

It's no good just saying "*We're a small family concern*" ... that doesn't imply a benefit to the customer...

The benefit may be that **you give individual attention to each and every customer** ensuring a high level of quality and service.

Meaning that the customer is sure to get exactly what they are looking for from dealing with you - if not better!

Being a small family concern is a feature...

That's not what Salesmanship is about.

Salesmanship is about the *benefit to the customer...*

Here's another example:

"Our xyz software is great - push a button and get 1000 hot keywords instantly"

Many may think that is a benefit... **It's not** - it's still just a feature!

To truly build desire for a product and arrive at the real benefit here's my tip –

Write your benefit then tell it to yourself...

If you say **'Ah Right, that's great'**, then you may have a benefit.

If on the other hand you can say - **'So What'** - you're still at another feature.

So the real benefit of buying xyz software isn't to generate 1000 hot keywords

- it's to allow for quality time to spend with your kids in the park on Sunday,

Or to **maximise your income potential by allowing for more time to promote or send out JV proposals etc....**

"xyz software **saves you valuable time you can use elsewhere**" is nearer the benefit.

In Summary

Hopefully for those that commented on Part One, This report has answered a few questions and given some useful tips.

The main point I'm trying to get across, I'll repeat again -

There is No need to be a Liar,

Simply look at what your circumstances are and find the benefits you can offer.

Then use a bit of Real Salesmanship to highlight the features **and their benefit** to the people you are trying to do business with.

In the short term you'll have a clear conscience, and in the long term you'll gain far more credibility than any picture of a boat ever will.

Liars have a habit of "*Dropping themselves in it*" - they all get caught out eventually.

The art of Salesmanship will always stand you in good stead.

I hope you've found value in the time you've spent reading this report, and naturally I invite you to visit my sites and subscribe to my 'Ramblings' if you haven't already. I'm always available to my subscribers and really do appreciate the feedback I get.

As I always advise

Only buy anything that will help get you nearer your goals.

And I hope you're ***Living Life with Passion***, and passing it on.

Warm Regards

Randy Smith

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