



# MIKE LIPKIN

RESEARCHED MOTIVATION AND PERSUASION

## Make The Promise

### How To Inspire Customers To Buy Whatever You Propose.

“I have learnt that the great salespeople don’t sell. They inspire their customers to buy. They make big promises so they can earn the right to make even bigger promises in the future.”

Success is not about under-promising and over-delivering. It’s about boldly promising what you have to stretch to deliver. Luck favours the brave. Ambition attracts results. Modest promises don’t inspire anyone to place big bets with you.

Yes, there is a time to play it safe. If you’re not in your sweet spot, proceed with caution. If you’re out of your depth, don’t go deep. If you aren’t certain you can handle it, let it go. I’m encouraging you to be audacious, not stupid. You can only fool people once before they never follow you again.

I know your challenges because they’re the same as mine: you need to differentiate yourself against outstanding competitors that are getting better every day. You need to grow in a flat market. You need to anticipate your customers’ needs with predictable frequency. And you need to make it an absolute pleasure to work with you so they don’t want to work with anyone else. How am I doing so far?

In this extraordinary program, I share my proprietary 6-step formula for making the promise that other people want to purchase.

**Whoever you are and whatever you offer, I will help you win with your customers through how you make your promises. I’ll work with you and your team to motivate customers to choose your offering ahead of the competition. And we’ll have fun doing it.**

Call me on 416-917-6007 and let’s talk. Procrastinate later. Call now.”

*Mike Lipkin is the founder and CEO of Environics/Lipkin, one of Canada’s leading research and motivation companies. In line with his philosophy that life is theatre with consequences, he entertains his audience while he informs and inspires them. He also customizes his program to the specific challenges facing each audience.*

#### 6-step formula for making the promise that other people want to purchase.

