

Murtaza Manji
Certified Business Coach

ActionCOACH
business coaching

The world's leading business coaching firm



The Coaching Blog

The seven things to do that will make sure you never make a sale:

1. Tell the customer what they need rather than find out what they want
2. Push the prospect into deciding either "Yes" or "No"...and don't take "no" for an answer
3. Design a truly unforgettably unpleasant sales experience
4. Lie through your teeth
5. Over-promise and under-deliver
6. Either don't provide after-sales service, or provide such poor service the client wishes she had never asked for it
7. Close the sale

The last one is probably the most dangerous, because it alone can make the rest of the Deadly Sins stay or disappear. If the mindset of the salesperson is "I need to close this sale", then they'll do anything – including sabotaging the deal by committing the Sins above – to 'close' the sale. If the mindset is to "start a relationship", then nobody – not you, nor any of your team members – will do anything to jeopardise that relationship.

Every relationship has a give and take. You don't need to sell your product or service...if there is benefit in your client using you and what you offer, you simply help them to buy.

To your success,
Murtaza

For more posts on Team, Time, Money and Mindset, targeted to building a successful business, please visit my coaching blog by [clicking here](#).

Useful Tools



Measure Your Marketing

[Click here](#) to take this short FREE tool to measure the effectiveness of your marketing efforts, and learn which areas you need to improve on to get an edge over your competitors. Also book a complimentary business coaching session at the end to learn how to turn your marketing expenses into an investment!



Complimentary Ad-Critique

Ever wondered if your ad could do more for you? Do you know the ROI on your advertising expense? Would you like to learn how you could make your advertising money generate more leads? Let's be honest, the money you spend on a failed ad is the same as you'd spend on a successful one. I'm offering the subscribers of this newsletter a complimentary ad critique, where you send me your ad via email and I'll critique it against the ten most crucial elements of an effective ad. Please [click here](#), and attach a PDF of your ad as well as some details about which publication it is in.

Meet the Coach



Murtaza Manji is currently one of the youngest, most dynamic and driven coaches in the Action team. His career so far has already seen him working at both ends of the business world, the large corporations on one side, and small firms on the other. Being owner and part-owner in a dozen businesses across three continents, Murtaza fully understands the day to day pressures that small to medium size companies have to deal with in order to grow profitably. His heart lies in working with SME's, and what drives him most is his passion to see SME's succeed, both financially and operationally.

In addition to graduate and post-graduate degrees in business, marketing and management, Murtaza has a determination and passion to see others achieve their maximum potential and turn their dreams into a reality, which is why today he is a business coach. Murtaza's clients believe that his relentless and infectious enthusiasm for their success is what makes him a great coach.

Murtaza firmly believes that a business owner's personal growth is critical to the growth and success of their business. He is a strong advocate of Jim Rohn's quote: "Work harder on yourself than you do on your job". An objective "thinker", Murtaza combines this ability with his interpersonal skills to successfully coach people of mixed ability to overcome their individual challenges.

"You get the best effort from others not by lighting a fire beneath them, but by building a fire within." (Bob Nelson)

Get in touch!

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