

Direct Selling.
LIFE EXTENSION'S
Marketing Coups

HOW TO PITCH YOUR PLAN TO INVESTORS

SUCCESS

THE MAGAZINE FOR TODAY'S ENTREPRENEURIAL MIND

The Complete
Guide to
Marketing
And

Selling



Fire up your sales force.

Annual sales meetings can put a substantial dent in your budget. Don't settle for mediocrity. *Transform your conference into an unforgettable experience.*

The sales reps are tired and edgy. They have spent all day in meetings and must now listen to "Dr." Billy Harris read from *Taking Risks in the 90s*. He opens the book, and out leaps a billowing three-foot flame. "I really wake people up with that one," says Harris, a New York corporate magician who uses

wit and wile to motivate salespeople.

If a company wants to emphasize trust, for example, Harris will call an executive onstage and borrow his wedding band. He'll place the ring in a bag and crush it with a bowling ball. "By this time, everyone thinks I'm crazy," he says. Next he produces a carton of eggs and has his victim crack one open. Presto! Out comes the ring. "I put a little magic into the meetings," says Harris.