**Bulls, Owls, Lambs and Tigers®**

*Personality Selling and Personality Marketing*

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**THIS IS THE BEST EVER!**

**CHARLES CLARKE CONSULTING, INC.**

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**PHONE: 770-287-7808 FAX: 770-287-8994**

**LISTENING TO THESE TAPES WILL MAKE YOU MORE MONEY!**

*Bulls, Owls, Lambs and Tigers®*: Personality Selling and Personality Marketing is different than any other sales training. Where most courses stress “**ONE**Method of Selling” and “**ONE**Critical Path to Sales” (seeing **all** benefits the same way and closing the sale the same to everyone). This stresses “**IT DEPENDS**” (it depends on the personality of the buyer). Their personality even determines the “type” of home they prefer. This intensive course has produced “dramatically increased sales all across North America and has been conducted with companies having large sales forces. That same instruction is now available to you through this **unique** tape series.

**TOPICS COVERED:**

1) Examination of four different personalities: Bulls, Owls, Lambs and Tigers®, in relation to selling more (Specific Examples)
2) 50 closing techniques (with emphasis on matching “closing techniques” with specific closing examples for each animal personality).
3) 50 Strong tips on the psychology of selling more.
4) “Marketing” examples on how to use Bulls, Owls, Lambs and Tigers® in:
5) 13 Mindlocks for Success; New Critical Path of New Home Sales
6) The Only 7 Objections & Strategies on how to overcome each objection for each of the four animal personalities.

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**Order Form**

- Please send me the 13 volume audio tapes on Bulls, Owls, Lambs and Tigers®
  - By Charles J. Clarke III.  **$250.00** includes shipping.
  - Fax to 770-287-8994 or Mail to: P.O. Box 2817 Gainesville, GA 30503

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