***The keys to greatness in selling***

A key characteristic of successful people is their ability to focus on a single goal. If Internet marketing is your profession, you must treat it like professional athletes treat their training and preparation.

Be a lifelong learner. Approach everything you do in business as an opportunity to improve and innovate—if it ain’t broke, break it.

When your business isn’t moving ahead as fast as it should, you must try something new—something bolder. Force yourself to break out of your old way of thinking and doing things. Build continual innovation into your business and marketing systems.

Successful Internet marketers focus on a single goal. They know that the main cause of failure in Internet marketing is a lack of focus. As you watch your signups and sales conversions skyrocket, never lose sight of the keys to greatness for Internet marketers:

* To grow a successful long-term business, you must build innovation into your business system. Copycat marketing can help you catch up, but innovation enables you to take the lead.
* Concentrate on building a community of users around your website—a community based on connectedness, sharing, and trust.
* Master the art of benefit selling.
* It’s easier to sell to a satisfied customer than to a stranger.
* Always create a call to action. Leave an impression that convinces customers mentally and emotionally to do something.
* Selling is a science and an art. Relationship management is the key to creating customers for life.
* Integrity is who you are when no one is looking.
* Continually update your web copy, podcasts, and video casts. Search engines re-index pages that have been changed. The more you update your sales material, the higher your page will be ranked by the search engines.

Concentrate on mastering the human aspects of the sales process. Studies show that most consumers visit a website four or five times before they buy. That’s why it’s so important to give visitors a reason to come back.