



**Alla Bardov - Sell Yourself For Success.**

**YOU are in sales.** No matter the situation, no matter your age, you are selling something every day.

Everything we do in life involves selling; whether it's selling an idea, a product, or a service. It all boils down to the fact that we are constantly selling whether we realize it or not. Regardless if you are a corporate employee, business owner, or stay at home mom, you are in the business of selling. It could be selling your friends on trying a new restaurant, or your boss on getting a promotion, or a teacher on extending the project deadline, or having your significant other take you on an extravagant cruise vacation. The list goes on and on. That's why you have to sell yourself to succeed every day!

*As it turns out, mastering a sales process or a system is NOT the starting point to selling.*

*The starting point is learning how to sell yourself.*

You can be more effective and reach a new level of success by learning the most important step in mastering any sales system and the four P's of the sales cycle.

*So much of life comes down to sales.*

Think of brushing your teeth or taking a shower. You do it effortlessly. Now think about selling yourself. What do you need to do to perform this skill just as naturally as brushing your teeth?

After 30 years, I discovered that the most important step in any sales process starts with YOU. My 4 step system, **Sell Yourself 4**

**Success**, is the golden key to YOUR success. Once you master

Step 1, the rest of the steps will give you a different perspective and skills along your journey through the cycle of completing a sale.

You sell yourself  
and your ideas  
every day.

*You will learn to sell without actually "selling."*

Building and cultivating relationships with the right people will draw them into 'buying' you, your ideas, products and services and will leave you both feeling good. I look forward to sharing how you can bridge the gap between where you are now, your possibilities, and ultimately your success!