

# ***DEVELOP A MARKETING NICHE***

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## **FOREWORD:**

Mega-Buck Income Sales Pros are the elite, that very special group that comprise the top 5% of all Salespeople in the World. They produce 95% of the Sales that are made and enjoy a level of income and a lifestyle that most people would love to achieve.

The good news is that Selling is a learned skill and virtually anyone has the potential to become a Super Star. Common sense dictates that the quickest and easiest way to become a Mega-Buck Income producer is to simply search them out and then emulate them. Talk like they talk, perform like they perform, use the very same words and phrases they use, copy their attitude and mind set, or in other words become a chameleon. For over 3 decades I've had the privilege of studying and brain-picking these Icons of the Sales Industry and here is another one of their Super Success Secrets.

## **ABOUT THE AUTHOR:**

After doubling his Income for 5 consecutive years selling on the Phone, Stan Billue became a Speaker and Trainer and for over 20 years conducted up to 22 engagements per month. Stan has been a student of successful Business Owners, Top Sales Pros, and Imaginative Entrepreneurs, an hour a day for over 34 years and has built a reputation as a recognized expert in Sales Training, Telemarketing, Motivation, Mentoring, Marketing and Copy Writing. He's taught more 6 and 7 figure a year Income earning Mega-Buck Sales Pros than any other Trainer and his power-packed Audio and Video programs are sold in 45 Countries and counting. You can subscribe to his Free monthly Newsletter and weekly Marketing Tip at <http://www.stanbillue.com/>

**“If you'll work at Selling for the next 5 years like most people *WON'T*,  
you'll be able to live your Life like most people *CAN'T*.”**

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The very best in the Sales profession have learned that they make their Biggest Money by keeping their conversations and presentations as simple as possible and a great way to accomplish that is by talking with a group of people with some common areas of interest. It's called Niche Marketing and here is how it works. Each time you come across a big hitter (a Whale) always find out 3 things:

- [1] What Associations, Organizations, and/or Clubs do they belong to.
- [2] What Trade Shows and/or Conventions do they attend specific to their Industry.
- [3] What Newsletters and/or Magazines do they subscribe to specific to their Industry.

If you have any interest at all in this particular Subject, immediately start reading up on and get familiar with this Industry. This would include the Buzz Words and Terms specific to that Industry.

Next, you would try to get Membership Lists of the Groups, and Attendee Lists from the Shows, and Subscription Lists from the Magazines, etc. It's very possible you might determine it's in your best interest to join these Groups, and/or attend or even Speak at their Shows, and/or Advertise in or even write some Articles for their Publications. Any of these ideas can give you tremendous exposure as well as start to establish you as an Expert on your Subject.

Then start to determine the Key players within that Industry and go after them. In a short period of time you'll be able to start "dropping names" of some of the movers and shakers and leaders, which in turn will help you close even more Sales.

**Make it a "Fanta\$tic" Future!**

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