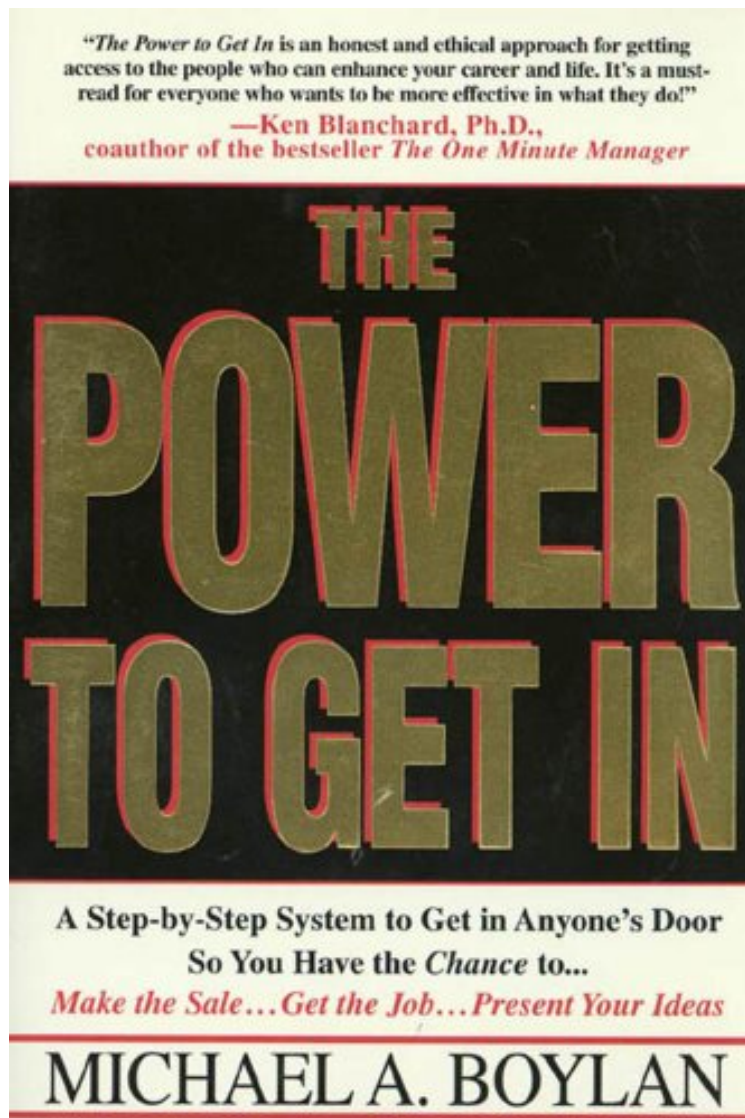


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Michael A. Boylan

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Michael A. Boylan : The Power to Get In: Using The Circle Of Leverage System To Get In Anyone's Door Faster, More Effectively With Less Exp before purchasing it in order to gauge whether or not it would be worth my time, and all praised The Power to Get In: Using The Circle Of Leverage System To Get In Anyone's Door Faster, More Effectively With Less Exp:

6 of 6 people found the following review helpful. From someone who has read over 1,000 sales marketing booksBy

Claude Whitacre author I must first confess that I'm not sure if the author invented his own system or cobbled it from earlier experts. But who cares? After 25 years in selling to end users (and managing a few companies), I needed to prospect larger companies with staff, internal politics, layers of management and more that I wasn't used to. So I did what 99.9% of entrepreneurs do, I cold called until my fingers bled. I tried tactics that served me well selling lower ticket items (less than \$5,000) and was making sales, but at a great effort. I saw this book as I did a search for a related subject. Well, \$10 isn't much to gamble, so got the order. The book sat at the bottom of my book pile for a few months. And then I started reading. I know this is sounding like a staged testimonial, but it isn't. I have no interest in meeting the author, and I don't know him. But this book mapped out a complete method to get in front of the BUYER. I was sold. Reviews say the book is padded. So? They say the author has an inflated ego. So what? So do most Entrepreneurs. The author takes the time to not only give you every step (in complete detail) you need to get in front of the buyer, he explains the reasons the method works. He also explains in great detail why you should use this idea. He NEEDS to sell us on the reasons for using these methods. Otherwise, they would never be attempted. I used the system to attempt to see 10 CEOs in a 30 day period. I got in to see 4 within the first 30 days (of the start of the attempt), and closed 3 high end sales worth a few hundred thousand dollars over the next year. One company VP said "No" before I got very far, and the other names are still in the loop for additional effort. I'm pretty good, but I NEVER would have made at least 2 of those sales without using this "attack from all sides" method. You also need to do every step. At first, I tried cutting a few corners with poor results. Do the whole thing. Invest the time, it works. Anyway, I saw that the author has a 6 CD set for \$59 or so. Not enough. If he doesn't sell personal coaching in workshops for \$5,000 a pop, he's a fool. Complaining about the book being padded is like complaining that the map to the goldmine has spelling errors. Dated material? Maybe a little, but it was written in 1997, so it can't be the author's fault. And if you double your sales...don't complain because you need a bigger wallet. By the way (sorry for the length, I'm used to writing sales letters), You can use the "influence from all sides" idea in getting in to seeing referrals too. I actually used this method for over a decade and the last few years needed no other prospecting. But using this to essentially cold call? Brilliant, and something that never occurred to me. Live and learn.

3 of 3 people found the following review helpful. Useful, if somewhat dated

By Edward J. Barton This book gives a useable, practical, step-by-step approach to getting into a prospect for a meeting. Unlike many sales books, this one doesn't focus on closing the sale or the presentation - it is all about getting in the door. Boylan uses a concept called the Circle of Leverage - utilizing key influencers and legitimate techniques to get the appointment and the in-person presentation. The book is full of extremely practical - if somewhat dated - information. The biggest challenge the reader will have in implementing the system is that it relies heavily on the administrative assistant - which is a role that is diminishing with the advent of voicemail, email and computers. Having said that, the book will give you great tips and techniques and is very insightful into the psychology of getting in the door.

4 of 5 people found the following review helpful. "Open Sesame"

By Phil You just got access to your dream opportunity. You made it. You just popped open the door with your own "Open Sesame" secret (though you're no thief). Do you shudder to think what life would be like if you hadn't gotten in? Believe it - getting the access you need really is that important. At some point (many points) in your career(s), you're going to need to get in front of that person, group, etc. That's the point from which all your skills, knowledge, and brilliant ideas will germinate. If you can't get the access you need, none of that other stuff will matter. That's why this book is so valuable. Michael presents a detailed, methodical approach to getting the audience you need: The Circle of Leverage. It's a step-by-step approach that relies on risk-taking and perseverance. The results might be magical, but the process is real. He shows you why you've been shut out in the past (Section One), why you need to take a top-down approach (pp. 45-52), and a realistic discussion of things you can and can't control (pp. 114-122). The Circle of Leverage uses ten preparation steps (each of which is discussed in a detailed chapter in Section Three) and five execution steps (a detailed chapter on each in Section Four). The remaining two sections take you beyond the meat-and-potatoes (which are very impressive in their own rights). Chapter 33 gives you guidance on what to do once you're in, and Chapter 34 provides real-world context with sample scenarios and case histories. I highly recommend this book to anyone who sells, because we can all benefit from learning and applying The Circle of Leverage.

The Power to Get In deals with the single most common and frustrating problem for anyone who's in business, a job transition, or a move back into the work force: the problem of gaining access to the correct audience. Today, no other skill is as directly connected to your ability to earn a living as the skill of getting in to see the right people. Michael Boylan's step-by-step system, The Circle of Leverage, will help you cut through bureaucracy, identify the people you most need to see, and get in their doors. Anyone with something to sell, abilities to offer, or ideas to present will find this book invaluable.

From Publishers Weekly Boylan, who heads his own motivational consulting firm in Minneapolis, points out that such technological advances as the Internet, teleconferencing, fax machines, e-mail and the like have made doing business more difficult for the individual who seeks access to sell a product, a service or him(her)self. Boylan's solution is a system he has developed called the Circle of Leverage (abbreviated to COL). He maintains that the access-seeker

should keep in mind the Key Engagers of his prospect: fear of loss, insecurities, competitiveness and the desire to be a serious player. Utilizing this knowledge, the next step is to approach by mail the prospect and his boss and his boss's boss, so that the prospect is, in a sense, backed into a corner and will set up an appointment. Boylan then outlines 10 preparation steps and five executive steps to insure the correct use of the COL system. Boylan, however, is tedious on the page. A good speaker repeats everything at least once to be sure of getting a message across; here, every point is made two and sometimes three or four times, more than a minor irritation. Copyright 1996 Reed Business Information, Inc. From Library Journal Boylan (Ethical Issues in Business, Harcourt Brace Coll. Pub., 1995), the founder and CEO of the Boylan Group, Inc., writes about how to get in to see the people in an organization who have the power to decide the issues that affect the caller. (He used this approach himself to sell the idea of this book to the publisher.) It is a brash, exciting approach to marketing and job hunting, though the text is often repetitive. Boylan explains what the reader needs to know about a company and where and how to find it. After doing the research, the applicant writes a letter requesting an interview to the person who seems to have the power to decide; he or she then calls the assistant or secretary to request the appointment. Boylan also explains how to handle turf protectors and use voice mail to the caller's advantage. The premeditation of the effort appears Machiavellian, yet it is an honest, up-front approach. Recommended for general business collections. ?Peggy Odom, Texas Lib. Assn., Waco Copyright 1997 Reed Business Information, Inc. From Booklist When he was 30, Boylan left two companies he had owned and run to pursue his dream of a career in the recording industry. He made a demo of 10 of his songs and hawked it at all of the major record studios. After being told by each one that his music was not good enough, Boylan reconsidered. What he also came to discover, however, was that recording-company executives receive thousands of unsolicited tapes. For his to have been listened to at almost every place he tried was apparently unheard of, more a testimonial to his ability to get in the door than to the quality of his singing. So now Boylan has decided to share his secrets. He calls the techniques he has developed to gain access to decision makers the "circle of leverage," and he shows how to use it to get past voice mail and unsympathetic receptionists. David Rouse