



Zen and the Art of Motorcycle Sales
mastering the art of parley

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Foreword: Learning the art of parley at an early age turned my life into an exciting adventure. Mastering the art of parley made me the Captain of my destiny. Transactional conversations reveal desire and resistance, where parley reveals the path of least resistance for every sale.

And in America, everything is a sale.

—

Roger, a punk from Chicago

life is a journey - calibrate your compass

purpose: be a force for good

goal: become someone's Hero today

method: help folks solve their problems

super power: mastery of parley



make the world a better place one sale at a time!

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When I was five they told me I had 'big shoes to fill' as the 'man of the house,' but nobody told me how. Three years later, an ad in a comic book challenged me to sell greeting cards door-to-door.

Facing my fears, I knocked and when Mrs. Andrews opened the door, time froze. As she handed back the samples I asked her to buy a box, but she said no. Asking why not, she revealed that she wanted two.

Entering flow during most conversations I quickly sold out. My self-esteem and confidence grew with every sale. Heading home with my empty wagon and a pocket full of loot, I felt like a pirate.



**nobody likes to be sold
everyone loves to buy**

invite folks to buy

make it fun & easy

become their Hero

Heroes get referrals

create opportunities to buy from you

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My first attempts were guided by simple instructions from a pamphlet.

Instead of a gimmick-filled sales pitch, I learned to invite folks to buy.

Becoming the customer's Hero makes it fun and easy for them to buy, and for them to say "Hey, I got a guy,..." when their friends have similar needs.

parley reveals their desire, and then...

make friends first

lead conversations, not interrogations

know what any customer can know

folks remember how you made 'em feel

You Control 83% You Influence 17%

Know You	Like You	Trust You
A Need You Can Fulfill	Understand The Offer	Decide To Buy

...you simply help them get what they want

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The science of parley is in the questions you ask, not in the statements you make.

Folks open up through conversation. When you gain their trust, they'll share their desires, and when they do you just need to make it fun and easy for them to get what they want.

Answering all of the customer's questions first often means you will only have to ask one: How does that sound?

to get what you want, help others get what they want

Swim

Get your first gig. Ask for help. Gain skills & experience.



Row

Keep learning. Pay your dues. Work smarter not harder.



Sail

Lean into every experience. Become Your Customer's Hero.



I am the master of my fate, I am the captain of my soul

- William Ernest Henley

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Learn all you can about selling from your fellow sellers.

Think of the dues you pay as your investment in your continued success.

Choose gigs with on the job training to earn as you learn.

Do more than expected and elevate every transaction

parley is fun and easy when you know how

Parley Like a Pirate

treat every transaction like an audition

expect offers of employment and adventure



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The art parley is your connection with the customer. More than once that connection has led to new gigs and further adventures.

From the sales desk, I've stumbled up to manage a home center, a paint store, and a radio station, and to direct marketing for a mechanical contractor and a couple of automotive manufacturers.

Mastery of parley ensures continuous employment, and gave me the confidence to go into business on a dare from a client in the 80's.

fancy book-learnin' is overrated

SALES

Chris Lytle: The Accidental Salesperson
Brian Tracy: The Psychology of Selling
Zig Ziglar: Sell Your Way to the Top

FLOW

Jamie Wheal: Flow Genome Project
Mihaly Csikszentmihalyi: Flow
Steven Kotler: Flow Research Collective

LAW OF ATTRACTION

Napoleon Hill: Think and Grow Rich
Earl Nightingale: The Strangest Secret
Wallace Wattles: The Science of Getting Rich



MARKETING

Alex Mandossian: All Selling Aside
Roy H. Williams: Wizard of Ads
Harvey MacKay: How to Swim

STRATEGY

W. Edward Deming: Six Sigma
Sun Tzu: The Art of War
Steven R. Covey: Seven Habits

MOTIVATION

Vishen Lakhiani: Mindvalley
Tony Robbins: Unlimited Power
Dale Carnegie: How to Win Friends

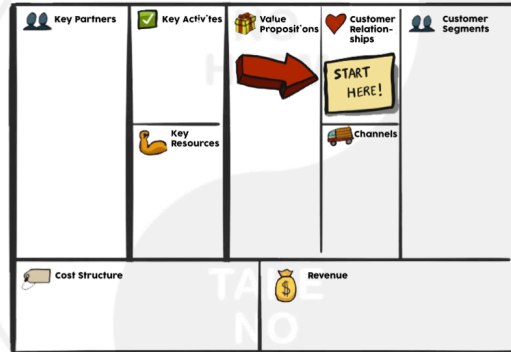
study successful people, then do what they do

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Institutional learning facilities produce fleshy cogs for corporations. Learning to do what successful people have already done brings success. Books, tapes, and seminars led me to the gurus successful folks choose, and beyond to those guru's gurus.

Chris Lytle's training in three different industries made me a marketing mercenary, able to sell anything to anyone, anytime, anywhere!. Employer investment in my melon also included mentoring by the first billionaire in Texas, Walter Haley.

planning is key to your success



parley + planning = profit from your passion

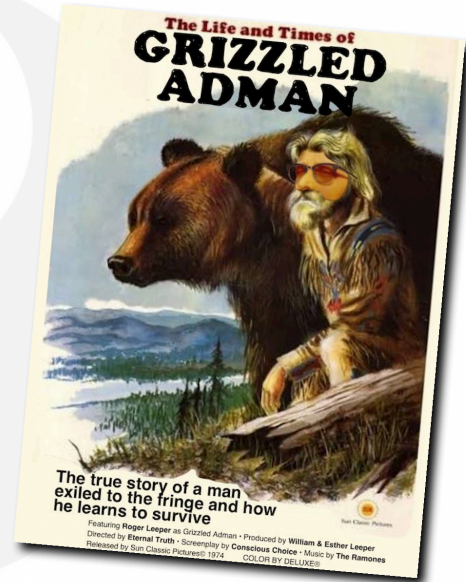
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All business plans have only nine moving parts, and an awareness of each is enough to begin. Plug in your passion, project your parley, then reverse engineer the rest of the plan.

Start today. From where you are, with what you have. Move forward one step at a time.

Don't quit your day job. Focus your efforts and work in the margins. Use technology without losing your soul.

learn from my experience



The Time to Build Your Business is Now
24-Month Business Incubator

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If experience is the best teacher, why not cheat and use mine? My Captain's Log is published at leeper dot info, with new content added as statutes of limitation expire.

Many will tell you they've 'been there, done that, and got the t-shirt'.

Not Me. I snuck in there, stole that, and still sell the t-shirts.

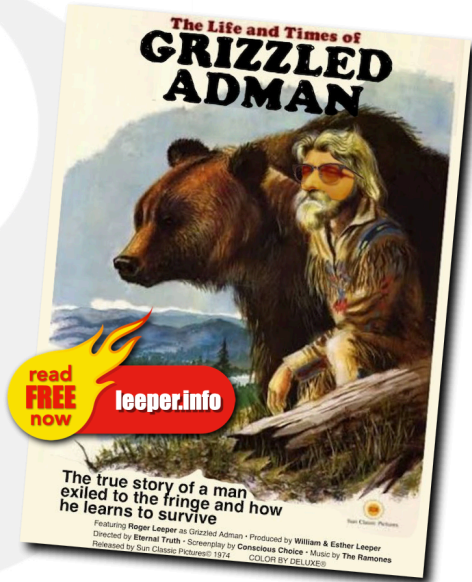
learn from my experience

when the student is ready the teacher appears



The Time to Build Your Business is Now
24-Month Business Incubator

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Over 100,000 hours of sales and marketing experience makes it easy for me to draft an actionable business plan for any brand in under an hour.

But enough about me. How about you?

when the student is ready the teacher appears

DO
NO
HARM

Zen and the Art of Motorcycle Sales

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TAKE
NO
SHIT

free consultation

brand building • business planning

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Roger, a punk from Chicago

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Ready to profit from your passion?

Then learn about business by building your own in the fastest, easiest way possible.

Master the art of parley. Learn how to sell anything to anyone, anytime, anywhere!

Then learn how to think like a pirate.

Have fun, be lazy, and cheat!