

Dr. Lisa's Mafia Offer Boot Camp (MOBC) helped us think like our customers. In fact, it's counter-intuitive approach taught us how to understand and meet our customer's true needs probably better than our customers understand their own needs themselves. The MOBC is a full immersion program in how to meet customer needs and avoid the negative effects from the way in which we sell to those customers. It provided us with the Best Tools and the Most Effective Process we've seen to drive greater sales. Meeting customer needs while eliminating the negative consequences associated with the transaction, transforms sales into a process of building partnerships between us and our customers. And partnerships drive greater sales, which increases revenue and maximizes our profitability. The MOBC approach is the Ultimate Weapon in Sales. In fact, I think Dr. Lisa should rename the MOBC the "**USM**" (the Ultimate Selling Machine)!

Mark MacKenzie
Aspectus Group
Consultants
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