

Switched-On Selling Seminar for Touch for Health

by Dr. Jerry Teplitz



SEMINAR PURPOSE

The purpose of this presentation is to take you through several of the processes that I've developed in my Switched-On Selling Seminar and discover wherever you are "switched-off" in your brain so that you can switch yourself on for the several aspects of the selling process that we will be covering today. At the end of our time together you will be able to do things that were a struggle for you in relationship to prospecting for new clients and being prosperous.

You will leave with a set of tools using Brain Gym® to keep yourself switched on. We are not going to teach selling techniques like 101 ways to close a sale. What I want to do in this presentation is to switch your brain on to whatever sales knowledge you have and turn it into a usable and effective information system on selling.

RESULTS

What kind of results can you expect from this experience? While I am doing a very shortened version with you, most of our research and anecdotal evidence has been for the one day version of Switched-On Selling. Here are examples of changes that people have experienced:

1. A Life Insurance Salesperson went through the course and had not closed a major contract in the three months prior to taking the seminar. In the three weeks after the course, he closed 8 major contracts.
2. We had a Realtor who had been in the business for about 6 months and she had 6 personal listings and had not sold a single one. A week after the course she sold 5 out of the 6.
3. We had another Insurance Agent who had been averaging one contract every three weeks prior to the course. We tracked her for over a year after the training. For the first 9 months afterwards she averaged two contracts a week. She changed companies after 9 months, because she didn't really like where she was and in this new company she has been averaging 3 contracts a week, which is about a 500% increase. In her first month with this new company she became the top salesperson in the company.
4. We had a Web Designer who had been attending a conference three times without making a sale for his services. He took SOS the day before the next conference. After the first day of the conference he had 7 contracts. At the end of the conference he had closed 18 contracts.
5. We also have a Life Insurance Company in South Carolina where we installed this program for their salespeople and we have four month's of statistical research comparing before and after figures using last year's figures verses this year's figures. The people who went through the course averaged 39% above last year's figures. People who didn't go through the course had no improvement. People who took the seminar increased premiums 71% versus those who did not take the seminar.

RESEARCH

I've also published a research study with over 350 sales people who took the Switched-On Selling Seminar. I gave participants a pre-questionnaire at the beginning of the seminar and a post-questionnaire at the end of the day. I collected the forms from the participants and mailed them back a month later for them to fill out a third time. Doing it a month later was meant to get over the concepts that the result was just a seminar high or just a placebo effect. Let me share with you some of the results.

I asked 18 questions of the attendees. One of the questions was "I handle rejection well". At the beginning of the day, 54% responded "no" I do not handle rejection well. At the end of the day only 5% were on the negative side. A month later it was even less, it had dropped to 3%. Even more interesting to me was the change on the Strongly Agree side. Only 3% responded Strongly Agree at the beginning of the seminar. At the end of the day over 34% selected Strongly Agree and that number moved up to almost 56% on the one month later forms. All this occurred with no techniques taught at the seminar. All this occurred by using Brain Gym to create new brain rewiring.

I've also conducted a pilot study of the Switched-On Network Marketing Seminar with 25 participants. I discovered even more dramatic changes with these people as compared to the Switched-On Selling participants. The reason for this increased level of improvement is because people don't get into Network Marketing because they want to sell. They get involved because they have a dream and network marketing is the way to meet it. That's why there is such a high drop-out rate in Network Marketing because people immediately hit their blocks and limitations and simply quit.

As an example of the research results, on the Pre-Seminar Questionnaire 88% of the participant's responded either Strongly Disagree or Disagree to the question "I Easily and Effectively Make Calls to Potential Customers and Associates" while only 12% responded Agree. Not a single person said Strongly Agree.

On the Post-Seminar Questionnaire, those responding Agree increased from 12% to 56% while 40% responded Strongly Agree. This means an amazing 96% responded Agree or Strongly Agree to this statement.

Conversely, the number of attendees Disagreeing or Strongly Disagreeing with the statement dropped from 88% at the beginning of the seminar to only 4% at the conclusion of the day.

Since it was only 25 participants, we have not received enough responses to apply these figures to the one month later concept. However, because Switched-On Selling and Switched-On Network Marketing are so similar, I believe we can safely project the same outcomes, which is that the changes held.

THE TRIANGLE

The way to understand what we will be doing today is to look at this triangle. Most seminars will focus on teaching you techniques that will lead to your taking action and getting results. Overall this concept doesn't work very well. Have you ever been to a seminar,

learned a new technique, left excited and three days later you're back doing exactly what you were doing before. The reason for this is the seminar didn't create change at a deep enough level.

Now some seminars will focus on your attitudes and a few seminars will focus on your beliefs and values. Where Switched-On Selling differs is it starts with your brain wiring. That becomes the key to the success of this seminar. By beginning with changing the core wiring, we can then impact your beliefs and values and from this your attitudes are created. Finally you can move into your taking action and you wind up getting your improved results.

KINESIOLOGY EXPLANATION

As we will be using Kinesiology to check what you need to be doing I want to give you the explanation as to why it works. This is the explanation that I give to business people so they can buy into these concepts. First, in the early forties, a method of photography was discovered called Kirilian photography. When a person's finger was photographed on a plate with a slight electrical charge, an aura, or an energy band, appeared around the finger. It has since been discovered that everything has its own energy band. We are literally all electromagnetic fields. One electromagnetic field can interact and interfere with another. We actually produce 25 milivolts within our bodies and it's measurable.

You've experienced this when you're walking into a meeting and no one has said a word yet and you know it's going to be a difficult meeting. You've also experienced this. If you've ever been working intensely at something and sensed the presence of another person behind you and you turn around and the person is there.

Now where did this muscle checking come from? I think you'll be surprised to learn that the first report in the medical literature was in 1912 by a Dr. Robert Lovett from Harvard Medical School. It was taken further in the 1920s and 30s all by medical people. It got lost in 1941 when World War II hit and we moved into battlefield medicine which is using surgery and drugs. In 1960, Dr. George Goodheart, a chiropractor who is presenting at the conference, rediscovered Kinesiology and developed Applied Kinesiology. Dr. John Thie broke off and started Touch For Health. I initially studied with Dr. John Diamond, who developed Behavioral Kinesiology in 1960. Finally Dr. Paul Dennison developed Educational Kinesiology and Brain Gym in the 1970s.

PERCEPTUAL AND MOTOR SKILLS

There was a study published in 1999 in the Journal of Perceptual and Motor Skills validating the concept of muscle checking. In the study the researchers had volunteers say a truthful statement, which was their real name, and their arm stayed up. They then said a false statement, which was some other name, and their arm went down. Using sophisticated equipment, the researchers found that on the false statement the person's arm went down 59% faster and needed 17% less pressure to push it down.

THE AMYGDALA

Let's examine what's going on in the brain when something happens. There is a part of the brain called the amygdala. When all of our senses see, hear, feel, taste or smell, the signal is immediately sent to the amygdala which can be viewed as a vast computer hard drive. The amygdala is searching for any files stored on its drive from our past where your survival has been threatened. If it finds a file, it will send a signal to the part of the brain called the reptilian brain, which is the brain that first evolved millions of years ago. In the reptilian brain there is an area that is related to our survival; it's

where our automatic stress response is located. When you experience a stressful situation, the reptilian brain is the area of the brain that overrides the rest of the brain because this part of the brain controls survival. There's another area that has developed more recently, and that's called the cerebrum which is located towards the top of the head. This is where the concept of choice is located.

Choice is what makes us different from other species on the planet. It's where we can choose to do something or not.

Now, let's assume that you are in a sales situation, and all of a sudden you're under some stress. Your brain quickly reviews and sees if there are any past files in the amygdala that relate to this current experience. If it finds one in the amygdala, it, in effect, presses a button and triggers your automatic response. For example, the file it found may have occurred when you were 6 years old and someone rejected you when you asked for something you wanted. So your not wanting to make cold calls as an adult is actually your responding as if you were still a 6 year old child. You may think you're choosing not to cold call, but when this file kicks in you have no choice.

One of the things that physiologically happens when the flight or fight response kicks in is that blood flow to the cerebrum is shut off so you have no choice in your response.

The choice area is what we want to be able to make operational. The Brain Gym work we will do today is designed to switch off the amygdala's flight or fight response and switch on the choice area so that you can then go to the phone, pick it up and easily make cold calls.

Let me give you an example: We had a woman who was in life insurance, who went through the Switched-On Selling seminar. A week or two after the seminar she was about to make cold telephone calls to prior clients that had fallen through the cracks in order to get appointments with them. She picked up the phone, put it down, picked it up and put it down at which point she realized she was blocked. She took two minutes and did two techniques taught in that course. In those two minutes, two things happened; first, all that negative energy was gone, and second she realized she did not know what she was going to say to the person when they picked up the telephone. She immediately wrote out three lines of script. She made forty calls that day and got 35 appointments, because she was now operating out of choice. That's our purpose today, to flip you into the choice mode.

Today I will be taking you through two balances to switch you on to several aspects of selling. The first balance I'll lead you through is prospecting and the second is prosperity.

If you need the handouts for the class that took participants through the two balances, you can email me at Jerry@Teplitz.com.