

## PREFACE

The IRS defines a small business as one that generates less \$100 million in sales per year. There are 20 million small businesses in the USA and they generate \$6.9 trillion dollars in sales and spend over \$94 billion per year in advertising. Small businesses are the lifeline of the American economy. They are the mom-and-pop stores, the car dealerships, furniture stores, carpets stores and restaurants, just to name a few. They spend over \$25 billion dollars on advertising in the newspapers, \$5.136 billion in magazines, \$20.7 billion in TV, \$6.4 billion on radio, \$15.5 billion on direct mail and \$20.4 billion on miscellaneous advertising sources, such as billboards and benches. These figures add up to \$259,589 million per day. That's \$10,816 million per hour, or \$17,800 per second. All this money is being spent for one purpose: To get people in the door. And who is waiting for them at the door? A SALESPERSON!

It is salespeople who keep the economy of this country going. Yet they are often the least trained of all professionals. Most companies don't even have a training program. Our colleges and universities do not offer any classes in sales. They have marketing classes, but not a single course in sales. The number one profession that keeps our economy going has virtually no structured support system.

In 1977, I founded a sales training company. About 25 years later, we had 40 instructors training over 100,000 people a year for over 5,000 clients nationwide. Most of our clients were small business, but we did have some Fortune 500 companies. The salespeople we trained went on to earn an average of 37% more than their untrained counterparts. Of that number, roughly 35% - or about 130 out of every 1,000 we trained - entered top management and earned over \$150,000 per year. An average of ten of those people became new car dealers, a *very* profitable business. In other words, 10% of the salespeople we trained became *millionaires!* Just because they were well trained to do what they did.

This book blends 30 years of sales training experience with 28 years of spirituality to create an explosive program. It will show you how you can increase your sales earnings by taking control of your thoughts. This is what will allow you to focus your inner creative powers on any project you are working on. We will talk about a secret Hindu masters have been using and teaching for over 2,500 years to control your thoughts. What is the benefit of learning this simple technique? First, when you learn how to control you thoughts, *you increase your productivity!* You free your inner spirit to communicate with your conscious mind. Imagine your conscious mind as a radio station, receiving thousands of messages daily from your subconscious mind (which we will sometimes refer to as your computer). If you can stop the clutter of all those messages, you are then free to focus all your creative power on one project: Closing the deal! Imagine if you were capable of drawing your creative ideas from the core of your being, your inner spirit, that part of you that is connected to the Creator. How much more successful do you think you would be if you could do that?

This is what the famous book “The Secret” is all about: Tapping into the power of your inner spirit to give you unlimited creativity; to consciously understand that you are one with the Creator and that you have the Creator’s power of creation. This is a revelation to most of us. Imagine actually creating your own environment! Some people might call it heaven, right here on earth. This book will show you how to draw on that oneness, that power of your inner spirit, while you are awake. It will show you how to control your thoughts, enabling you to focus only on what is of value to you. However, there is a lot to work through before you reach that point. Your inner spirit has taken physical form here on earth so it can enjoy the strictly *human* experience, so it can experience all the emotions and feelings that only a being with a body can experience. (There’s a reason they are called “feelings.”) Your inner spirit wants to experience the drama we call Life.

It will take some doing for you to start recognizing and believing that you have the power within you to create a new a whole new life for yourself, a life filled with success, love and understanding. Imagine going to work with total focus on the task before you, with no distractions, and with the creativity of your inner spirit to guide you. Does this mean that when you finish this book you will have this power? Probably not yet, but you will have the tools to get there. And you probably *will* increase your productivity and add a little peace and harmony to your life. How bad can that be?

## CHAPTER ONE: Discovering Your Inner Spirit.

Before you can learn how to double and triple your productivity by improving your closing techniques, you first must learn something about yourself. Our first year in business, we quickly learned that our toughest job was not teaching people how to sell. That was easy. Our toughest job was getting people to believe in themselves. We had to get them to see that they were better than they thought they were. To give you an idea of how little faith most people have in themselves, we put ads in newspapers for \$100,000-per-year jobs and no one showed up. We lowered the expected income to \$75,000 per year and had eight to ten people apply. Finally, promising potential salaries of only \$35,000 to \$55,000, we filled the room. Clearly, we needed to find a way to inspire people to believe better of themselves.

In 1980, something happened that changed my life. I watched the 1980 United States Olympic ice hockey team beat the Russians. Why was this victory such a shock? The odds favored the Russians 10-1. The Russians were bigger than the Americans by an average of 60 pounds per player. That's quite a difference. And on skates, that difference increases logarithmically. The Russians were an average of four years older than the Americans and had 4 more years of experience. Most significantly, the American team was put together only four months before the Olympics while the Russian team had been practicing together, working as a team, for *four years!* So, how did the American team beat a team so much bigger and more experienced than they were? The answer has to be in how the coach trained his players not just physically, but mentally. Physically alone, they could not have beaten the Russians. Somehow, the coach got them to tap into a deeper source. Somehow, he formed them into an infinitely more powerful unit than they should have been able to be. *Because he didn't rely on their playing skills alone.* This is not a new concept in sports. Athletes know that their mental psyche-up is as important to their performance as their physical conditioning.

We don't know how the American coach did this. Many have speculated on this, it even gave rise to a major film, but we weren't there, we don't know. But somehow, he got his players to be more than they thought they were. *I* believe he went to the core of their being and reached their inner spirits. That was my first insight into the inner spirit. We've all heard stories about mothers lifting cars off their children or soldiers carrying their wounded comrades to safety before dying themselves of injuries that should have killed them instantly. Was that just adrenalin? Or were they reaching into their inner spirits to do what they believed needed to be done, regardless of what their physical bodies were capable of?

And what about the man who had been comatose for months? Everyday, his daughter visited him and begged him to come back to the family. Finally, weeks before the daughter's wedding, they gave up and took him off life support. But he didn't die. He regained consciousness, danced at his daughter's wedding and died a week later. How did that happen? Did he hear his daughter's pleas in his comatose state? Was his inner spirit listening and responding to his daughter's cry? *I* believe that's what happened.

When I was a young man, I became interested in different religions. I studied Zen, Buddhism and Hinduism, to name just a few. I also read books by Drs. Kubler-Ross & Brian Weiss. Both of these outstanding physicians wrote books about near-death experiences. Dr. Kubler-Ross conducted some 5,000 interviews of people who came back after having been clinically dead for a period of time. She noticed that all of these people claimed to still possess consciousness *after* they were clinically dead. Almost every person she interviewed had a very similar story: They went through a tunnel and into a bright light that was filled with unconditional love, peace, understanding and compassion. In the presence of that light, they felt such love that in most cases, they did not want to return.

One of the people Dr. Kubler-Ross interviewed had been blind since birth. While in the hospital for a routine check-up, he had a heart attack and died. Later, he said he had left his body and watched all the people working on him. He said he floated down the hallway and saw pictures of school children posted on the wall. He then felt himself pulled back into his body by a tremendous of force. When he woke up, he described to those in the room the machines being used on him and even the children's pictures on the walls. But perhaps most amazing was that for the first time, he knew what colors were. "Now I know what it is to see!"

Shortly after reading those books, I had the distinct pleasure of meeting a Yogi Master, a protégé of the well-known Yogahanda Pranhanda. I had an audience with him and though I asked many questions, the only one I remember his answer to was: "What is death? When you die, do the lights go out forever?" He said, "When you leave your physical form, you know you are alive. You are completely conscious. You will know that you are one with the Creator." This seemed to echo a concept in Dr.Kubler-Ross' books. But the Master continued. He said, "You will have a complete understanding of being on the other side and you will have the power of the Creator." I asked him what that meant, to have the power of the creator.

"When you are on the other side, you do not use words to communicate. Much too slow. Instead, you *create* what you are explaining. For example, let's say that you are trying to explain to a friend what your house looked like. In physical form, you use words to give the other person a mental image of your house. In spirit form, you just create it and allow the other entity to experience a walk around it with you."

Jokingly, I asked, "If I wanted to watch a good football game and have a can of beer, can I do that?" He said, "Yes, but when you are finished with that creation, you will get rid of it and create another." I thought, "If that is true, *what do I have to do to reach my inner spirit now?*"

The Master said the answer was to learn how to meditate. But every time I closed my eyes to try, I would be inundated with thoughts. I could not seem to clear my mind enough to meditate. The Master said, “That’s because you have to learn how to control your thoughts. Once you have accomplished that, reaching your inner spirit will be easy. Also, you will take control of your life.” That lesson was taught to me some 25 years ago and it is the secret we used to help salespeople reach their potential.

Here are five terms we will be using frequently in this book and how we are defining them:

1. **THE CREATOR** – We use this term for the creative power outside oneself. This power often goes by the names Great Spirit, Higher Power, Nature or God.
2. **MEDITATION** – There are many ways to meditate. For our purposes here, we will be talking about closing your eyes, clearing your mind of all thoughts and entering a deep state of silence. It is in this silence that you will find peace and harmony.
3. **SPIRITUAL** – Seeking the Creator, or Higher Power. “Spiritual” refers to the part of life that cannot properly be called physical, emotional or intellectual. Your spiritual self is the part of you that seeks a connection with something outside yourself.
4. **INNER SPIRIT** – Sometimes called the soul, the inner spirit is defined as a person’s true essence, the self that is connected to the spiritual realm. It has consciousness without physical form. This consciousness is part of the Creator. Just as you get your physical characteristics from your parents, you get your inner spirit – or soul – from the Creator. Just as physically most of us can do basically

the same things that our parents can do, so the spiritual self can do basically what the Creator can do. This is a point we will be discussing at length.

5. ENLIGHTENMENT – Attaining a place of total peace and harmony in your life and having your inner spirit guide you. This happens when your conscious mind and your inner spirit become one.

## CHAPTER 2 - Your Personality

Controlling your thoughts is the first step in learning how to enter a deep meditative state. In this state, you can become one with your inner spirit. Here, you will find everything your heart desires, including peace and harmony. However, to learn to control your thoughts, it is helpful to understand what is blocking you from doing so now. That is, what is blocking your path to *success*.

What is stopping you from reaching your inner spirit and attaining everything you have ever wanted? The answer is: You. You have spent a lifetime acquiring information, much of which is getting in your way. Sounds crazy, I know, but read on.

We are born with two instincts: The instinct to survive and the instinct to procreate. Everything else you know, believe, feel - it's all learned!

Your personality, complete with all your beliefs, was developed by society. What is society? Your parents, friends, schoolmates, teachers, lovers, anyone with whom you have ever interacted. The media is also very much a part of our society, so you have probably also been strongly influenced by television and movie characters, computer games, and the list goes on and on. Everyone you have ever come into contact with – real

or imaginary – has left an impression in your mind. Those impressions, combined with what you were born with, have formed your personality.

To understand this better, it is helpful to have an understanding of the five parts of the human mind. Here they are, along with the role each plays:

1. CONSCIOUS MIND – This is the part of your mind that makes daily decisions: where to go, what to wear, etc.
2. SUBCONSCIOUS MIND – This is your “computer.” It stores for future use every word you have ever heard, every image you have ever seen, and every experience you ever had. It does not know right from wrong, it simply stores and retrieves information. It has an astounding storage factor - 1,000,000,000 x 1,000,000,000,00 - and only uses 8% of our mind: 6% for body motion and 2% for intelligence. It also controls all your involuntary bodily functions, such as heartbeat, digestion, etc.
3. PERSONALITY – A child’s personality is a compilation of every experience the child has had. Every sight, every sound, every taste, every feeling, every experience he has had up through his adolescence – whether or not the child perceives the experience to be favorable – is included in this.
4. EGO – Your ego is your defense mechanism. It is designed to protect you and all your beliefs – or what we call your personality. We give our ego power over us. When someone says or does something that disagrees with a belief you have, your ego goes to work.
5. CREATIVE CONSCIOUSNESS, INNER SPIRIT or SOUL – This is the part of you that is one with the Creator. This is where your imagination and all your

creativity reside. It is your true essence. It is the thinker; your brain processes the thoughts that come from the thinker. *This is where your power of creation comes from!*

You have five senses, some of which, for most of us, were active even in the womb. The instant a child is born, he begins to experience the “outside world” with these five senses. He takes in the smell of the room it is born into, the feel of the air on its skin, whatever images reach his eyes, the words and sounds he hears. All of this is being recorded in the child’s subconscious mind without his ever being aware of it.

So, how does a child’s personality get developed? As we have said, a child’s personality is a compilation of everyone and everything that child comes in contact with. It all leaves an impression on his mind and will be absorbed into his subconscious mind. From this, the child will begin to mold his personality.

How will different lifestyles affect the child’s personality differently? Take two children: One born to a self-made millionaire and one born into a blue collar household. Both children will feel, see, hear, touch, smell and taste their surroundings, but *what* they feel, see, hear, touch, smell and taste is likely to be very different. The millionaire’s child may have a diet consisting of more refined flavors than the blue collar child. The clothes that the children wear is likely to be of a different quality, and so will feel different on their skin.

A child will also hear conversations well before he is able to understand them. The speech of a self-made parent is likely to be a sort that encourages the child to reach, assures him that he *can* succeed. This may never be specifically stated, but it is likely to be part of the mindset of the parents, and therefore, part of their conversation, so it becomes an accepted reality to the child. The millionaire’s child may be programmed to succeed *because that is what he sees*. That is his world. His reality is that hard work,

determination, etc. *do* pay off. The blue collar child may be encouraged just as much as the millionaire's child, but may not see success as a given, only as a possibility.