

## **SELLING YOURSELF TO OTHERS**



# SELLING *Yourself to Others*

The New Psychology  
of SALES

By Kevin Hogan  
and William Horton

Foreword by Jeffrey Gitomer



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*For Christina, Katie, Jessica, and Mark*



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# Foreword

## A Giant Leap for Sales-kind

As I looked over Kevin Hogan's shoulder at a Las Vegas pai gow poker table, I reminded myself that salesmen are the easiest sold. And that they are as easily distracted as a moth flutters to the brightest light bulb. And that the lure of the dollar will bring people to the table, especially salespeople. And that the positive attitude of the invincible salesman is the mantra "losing is for others."

Vegas is a salesman's rudest awakening.

But Kevin, ever the winner in his own mind, ever the "outcome optimist," is certain he can beat them. That's what makes good salespeople great.

As a salesman myself, and a self-proclaimed expert at winning, when I visit Vegas I sit at a blackjack table for fifteen minutes with a few hundred dollars. As soon as I am ahead a hundred or two, I quit. And that's all I play for that trip. Makes me feel like a king to walk away with their money. And feeling like a king is what sales success is all about.

When I make reservations at a restaurant or give my name to the hostess, it's always "king." Nothing feels better than hearing "King, your table is ready" bellowing all over the restaurant.

I don't read current books on selling. Ruins my independent thought and creativity. I read the sales classic literature written fifty years ago or more. These books can only be found in used bookstores, and even though they are much less expensive than the shiny new ones, they contain the history and the philosophy of selling at its purest, and sales "answers" at their finest. They tell the way sales should be made. And, in fact, the easiest way to sell. The rare title *How to Sell Your Way Through Life*, written by

Napoleon Hill in the late twenties and early thirties, remains the best book ever written on the subject.

But when I read *Selling Yourself to Others* I was taken aback. This book is both a throwback and a leap forward. It embraces the concepts of yesterday (that rely more on the relationship and less on the hoodwinking), and it's a leap forward with the progressive thoughts and insights necessary for 21st-century sales dominance—both individual and corporate.

My personal philosophy (and trademarked phrase), “People don’t like to be sold, but they love to buy,” has never been portrayed in a more understandable and implement-able way than in this book. I found myself turning pages and nodding approval. Imagine a book on selling that brings a smile to your face as you absorb and agree with the content and concepts—and at the same time you can picture yourself using the techniques and strategies on your next sales call. This book makes you think and allows you to understand. This book gives you that feeling of certainty to scream, “YES! I can do this!”

As a reader of this book you are among the fortunate. You will learn by example and be able to assimilate by “aha!” This book is full of aha!

And that’s just the beginning . . .

- This book is rich with winning examples, even if there is a temporary loss to help you understand the concept.
- This book is rich with stories that relate to everyday success.
- This book is a MindMap in every sense of the word. Learning the MAP concept was an incredible sales awakening for me that I will utilize forever—and so will you.
- This book takes you inside the psychology all the way to the biology of selling. If there is a DNA of selling, this book unlocks the genetic code.
- This book has a universal model of sales and selling that anyone can adapt for one’s own and implement in his or her career—and you can do it without affecting the “sales model” your company shoved down your throat during “training.”
- This book covers the gamut of sales, from shaking hands to shaking in your boots. From hypnotic language to secret words. With laws you can obey and strategies you can’t wait to employ.
- This book presents the winning side of the selling process and enhances the model of professional salespeople, in spite of the fact that there is

(as in all professions) an occasional loser in the profession. More than that, it explains what has caused salespeople to lose in the past, and how to re-understand and retool for the win on the next appointment.

- This book enables and empowers the reader to understand “why” people buy and what can be done to influence that decision.
- This book identifies human desires in a way that anyone can relate to and grasp.
- This book has a voice. It speaks the language of sales as a winning process, and it tells readers how to win in any environment.

And this book puts sex back in selling. More than seventy years ago Napoleon Hill wrote about sex as the strongest drive in the world. This book reinforces that validity and adds new insight about the real thoughts of buyers and sellers. It turns sex appeal into sales appeal.

Here are a few IMPORTANT “don’ts” about this book:

Don’t read this book without a hi-liter and laptop. Capture the gems and convert them to your selling process the minute you read them.

Don’t try to read this book too fast. The slower you go, the more you will learn. The more sales-power you will assimilate.

Don’t read this book once. Read it at least twice.

Don’t leave home without the book if you’re going on a sales call. Just don’t.

And in the words of the great Harvey Mackay, “Don’t read this book, study it.”

In the author’s own words they say, “Reading this book will help you sell. Utilizing the tools in this book will ensure you success.” And they are correct.

*The Death of a Salesman* may be fifty years old, but the rebirth of the selling process is alive and in your hands.

I guess the only real problem I have with this book is that I wish I had written it.

JEFFREY GITOMER

Author of

*The Sales Bible*

*Customer Satisfaction Is Worthless,*

*Customer Loyalty Is Priceless*

*Knock Your Socks Off Selling*

*YES! A Wonderful Alternative to No*



## Acknowledgments

No book is the product of one person or, in this case, two co-authors. Many people have influenced our thinking and provided support for us when we most needed it.

Both of us would like to thank the wonderful people at Pelican Publishing Company for putting this book into the hands of the people who really want this information—Dr. Milburn Calhoun, Nina Kooij, Joseph Billingsley, and everyone at Pelican who worked at making this book better than what we gave you to work with. Thank you.

Thanks to Jeffrey Gitomer, author of *The Sales Bible*, for his support. Thanks for writing a rock and roll foreword. Jeffrey remains the superstar in the field of selling. Nobody does it better.

We also want to thank Richard Brodie for his contributions in the chapters about the sixteen desires. Richard's thinking in memetics and his understanding of genetics has helped us appreciably in making this book "scientifically accurate." (All mistakes remain the authors', and not of those who helped us in the writing or idea creation of the book.)

I (Will) would like to thank all the people who have helped me in this quest to write an easy to read and useful sales book. First, my co-author and friend Kevin Hogan for his getting me to dig down and do better than my best; my wife, Christina, who not only helped but is my guiding light (and she remembers the rules of grammar); my father, who taught me do just do the next right thing; my daughter Erika for making me proud; and the rest of my extended family, who make it all worthwhile.

I have to acknowledge all my mentors: Elsom Eldridge, John Grinder, George Bein, Richard Bandler, and Scott McFall. A special thanks to James Heil, Robert Labrie, and Rich Alexander for their help, and to my

martial teachers Bill and Bret Holhman for their insights and sharing the secrets of the martial way.

Finally, I want to thank every student I have ever taught, from courses in psychology to the martial arts. I always learn from every teaching. And I want to thank YOU for having the insight to buy this book NOW.

I (Kevin) personally want to thank many people who provided me with love, attention, support, ideas, and appreciation throughout the long days and nights of writing this volume: Katie Hogan, Jessica Hogan, Mark Hogan, Elsom Eldridge, Richard Brodie, Jeffrey Gitomer, Dianne Olson, Devin Hastings, Katherin Scott, Ron Stubbs, Jeannie Taylor, Terence Watts, Andrzej Batko, Jacek Santorski, and all of my wonderful friends, colleagues, and family.

I (Kevin) also want to point the readers toward the great writers and motivators that influenced me and my career but never knew it: Napoleon Hill, W. Clement Stone, Dale Carnegie, J. Douglas Edwards, Tom Hopkins, Zig Ziglar, and all of the greats in the field of success philosophy and selling power. All the rest of the pioneers are listed in our extensive bibliography.

# Introduction

## Getting to Yes

There are two kinds of people in any business.

- 1) People who generate revenue.
- 2) People who spend those revenues.

This book is written for those who generate revenue. This book is written for the person who sells. This book is written for you.

Without you, the economy dies. Without you, the federal government goes broke. Without you, the stock market collapses. Without you, every corporation in the world is bankrupt. This book is going to show you how to capitalize on the science and art of human influence. Whatever your current income is, you deserve more. You are paying everyone's bills. It's that simple.

People who sell for a living are the best-paid people in the world, but they deserve so much more because it is the person who sells that makes the world go around. This book is our tribute and our gift to you. It is a literal instruction book that reveals how to sell more and achieve great success.

The first thing you will notice about this book is that it's different. Most sales books show you lots of ways to "close the sale." We'll show you a few, but books that focus on closing the sale miss the point of selling. We want your customer to beg you to hire you, your company, buy your products and services. Our objective is to focus on what really drives the selling process.

Closing sales is a result of asking someone for an agreement. As you will see, closing sales will take on an entirely new meaning after reading

this book. It becomes easy. Instead of using the ancient warrior mentality of selling, where you have to beat your customer over the head 6.7 times before she says “yes,” you now have the science and psychology of selling at your fingertips to make the process a pleasure instead of a contest.

You will see the phrase “Mind Access” sprinkled throughout the text. Therefore you really should know what mind access is and what a Mind Access Point is. I coined the phrase “Mind Access” in 1996. It is a phrase that encompasses unconscious communication and the instinctual drives that move us in one direction instead of another.

A Mind Access Point (MAP) is any stimulus-response “mechanism” that has been conditioned in a person’s mind either genetically or through life experience. This book shows you how to avoid setting off negative stimulus-response “mechanisms” while carefully and ethically pulling the strings that encourage your customer to say “yes.”

Mind Access is much more than a number of powerful techniques for making money and gaining compliance through the selling process. Mind Access is also a philosophy of success that encompasses your whole life. People who read this book will easily improve their sales. If you apply what you learn here, your life will literally change. You will double, triple, or quadruple your income. You will be happier. You will be more excited about life. Therefore, before you help other people get what they want, you want to make a commitment to yourself. You want to commit to yourself and those you love that you will take good care of yourself and those around you. Turn these pages and commit now!

After decades of studying psychology you learn that commitment is NOT just a mental process. We know that people who commit to something, to anything, in writing are far more likely to fulfill their commitment than those who verbally say they will do something. Because this is true, we want you to participate in the simple act of signing your name below as a commitment to your success.

## Commitment

Whether you are influencing yourself or others, the power of commitment is critical. Promise yourself now that you will be great and live your dreams. You probably have heard or read about a decades-long Harvard study that revealed that **3 percent of students who wrote down their life goals in college out-earned the remaining 97 percent of all Harvard**



**students.** The power of written goals and signing your name to your promise of your future is absolutely essential in your success plan. What follows are the keys to long-term success.

1) Becoming a black belt in selling (My co-author is a black belt in several forms of karate, so I'm adopting this phrase as a rapport-building mechanism!) requires committing yourself to mastery and the cessation of dabbling. Only people who are experts in communication truly become successful in sales and life. Today, you commit to becoming an expert in communication. Conscious and unconscious, verbal and nonverbal. Interpersonal and textual skills are all necessities to long term success.

2) Commit to find a coach, a mentor and a model. Who are people who can assist you in your quest for excellence in persuasion? Who are people who can assist you in your quest for excellence in life? If you don't know of anyone, you can call the International Institute of Coaching at 1-800-398-4642. Salespeople all too often try to be go-it-aloners. I want you to have someone to keep you going to the next level . . . and the next one after that!

3) In a notebook, write down everything you will tell your coach about what motivates you. What are you moving toward in life? What are you moving away from in life? What things do you want to experience more of? What are you tired of? What don't you want in life anymore? Write down everything, and we mean EVERYTHING. Write down everything that relates to your family, friends, values, beliefs, attitudes, your lifestyle, everything.

4) Develop a mastermind group. The word "mastermind" was popularized by the success philosopher Napoleon Hill. A mastermind is a group of people focused on creating and directing the success of themselves and others in the group. Once you decide upon who will be in your mastermind (your coach, your mentor, your motivators), give your coach your e-mail, fax number, and phone number.

5) Ask your coach or mentor to call you twice each month to keep you inspired and keep you on course for sales excellence and happiness in life. Get your mentor to fire you up and give your mentor permission to help you when you miss your mark.

6) Your coach or mentor should sign the Commitment to Achievement below, which you can copy on a separate sheet of paper. If you don't have a coach yet, sign anyway and begin the process now! Remember: The 3 percent earned more money than the 97 percent. Do you think commitment matters? Here's your chance.

### **Commitment to Achievement**

**1. I am 100 percent committed to taking action on the information I learn in this book in my everyday life. I know that my success or failure in using the skills I learn in this book are based solely on my effort and practice.**

**2. I am 100 percent committed to be completely responsible to and for myself. No one but me can take responsibility for what I learn from this program and its applications in my life. If I don't apply the material I learn from this program, I know I am destined for mediocrity. I know that my emotions drive my behavior and I will begin taking charge of my emotions today.**

**3. I am 100 percent committed to becoming a flexible communicator and flexible in my behavior. I know and understand that I am the key to my own success by being the most flexible person in every communication I enter into. I have the widest variety of possible behavioral choices of any person I meet. I know exactly what result I want at the beginning of each encounter. I always take appropriate action. I constantly monitor feedback and change my approach when necessary.**

**I am 100 percent committed to becoming part of the top 3 percent.**

**Signature** \_\_\_\_\_

**Coach** \_\_\_\_\_

Here is the first key question of this book:

**Question: What is the difference between the top 20 percent of salespeople who earn 80 percent of the money and the 80 percent of salespeople who earn 20 percent of the money?**

***Answers:***

*The top 20 percent of salespeople are expert communicators. They know how to ask questions and discover the needs and desires of others.*

*Those who dwell in mediocrity do so until they have powerful reasons to move in a different direction . . . or any direction.*

*Salespeople who don't live up to their potential have not set and planned for powerful goals.*

*Outstanding salespeople are experts in two things. One is the field in which they are selling. The other is in communicating at the unconscious level.*

Most people who are currently involved in the sales professions are influence-impotent because they do not have compelling reasons and goals to take advantage of their potential knowledge. They do not understand how other people think, and they do not know how to motivate themselves so they can catch fire to act on knowledge.

*Why are you going to be different? What benefits and reasons do you have to become an expert?*

## WHY?

. . . is the most important question in the journey of success.

- 1) Find the BIG WHY your customer needs your products and services and you will be influential, you will be successful, and you will become wealthy.
- 2) Find the BIG WHY you must be successful and you will be.

*When you know what motivates a person you can influence them. When you know what motivates yourself you can change your own behavior.*

## **Mind Access Points (MAP): Become an Expert**

Recent research reveals that a waitress who touches a customer as she gives him the bill is more likely to get a larger tip on average than a waitress who doesn't touch her customer. That is a MAP. The waitress purposefully and ethically "pulls the string" (or pushes the customer's button, if you will) and because she does so, she gets a larger tip.

She knows either consciously or unconsciously that her tips are larger if she makes contact with her customer. There are thousands of MAPs installed in the minds of your customers. Knowing which strings to pull and when to pull them will determine how many sales per contact you have, and the volume of sale per contact will go up as well if it applies in your business.

With all of the knowledge you are about to discover, how will you actually utilize this information? What is the process to go from being in awe of what you are going to learn to mastering it?

## **Mastery**

There are five basic steps to becoming a master salesperson. You must do these five things if you are going to be in the top 20 percent who earn 80 percent of the money.

1. Find an excellent model. A model is someone who has done what you want to do. You must discover how they do what they do. This book in many ways includes an ideal model of sales success. The authors are revealing not only their secrets of success but the secrets that have been scientifically tested and proven by the best salespeople in the world.

2. Repeat and duplicate the work of your model. As you learn the skills, attitudes, thought processes, and actions of your model, you duplicate what they do.

3. Regularly utilize the skills that you are practicing. This book contains hundreds of MAPs that you will want to practice. Practice is the mother of skill.

4. Integrate the skills you are learning into your behavior. Always choose as models people who have the highest values and beliefs that you

are comfortable with. As you begin to experience success, you want to be happy with your new patterns of behavior.

5. Reinforce the skills you are learning. Each day notice where you are on Maslow's learning curve, which you will find below.

## The Sales Learning Curve

Abraham Maslow, one of the leading psychologists of the 20th century, discovered that we all go through a four-step process in self mastery. (He used slightly different terminology, as you may remember from your psychology classes in school!)

1. Unconscious Incompetence. Stage one in learning is where you don't even know that you are ignorant of what is effective in selling.

2. Conscious Incompetence. Stage two in learning how to sell is where you become aware that you do not know how or why people buy in each specific situation.

3. Conscious Competence. Stage three in learning how to sell occurs when you become an effective salesperson at the conscious level. In other words, you are able to pay attention to the communication styles, MAPs, buying profiles, etc. of your client, *and* discuss your products and services at the same time.

4. Unconscious Competence. Mastery is the fourth and final stage in learning how to sell. Once you have reached the level of unconscious competence, you are no longer consciously aware of what you are effectively doing in the sales process. At this point you have become a master and you sell as naturally as you drive or walk. At this stage you sell your products and services to the vast majority of people you interact with.

**Thought Exercise: How these four elements occur in all learning and not simply learning how to sell using MAPs. Are there any exceptions?**

*Mind Access Point (MAP). Knowing when and where to touch someone can dramatically increase your income.*

Dozens of the world's largest corporations have *some* of the research you are about to learn. No one has all of what you are about to learn because much of this research in selling at the unconscious level is

unique. Some of it is so cutting edge that it has been released only in the eighteen months prior to the writing of this book!

Obviously not all MAPs can be taught in a book. Hundreds of strategies and techniques relate to vocal intonation, vocal pacing, tone of voice, tiny facial expressions, and specific body postures and motion that are simply impossible to capture in the printed word. Don't worry. You can learn them, too, either through our audio and videocassette programs or at live seminars. We promise you that we will hold nothing back. You will learn the complete lexicon of unconscious persuasive communication.

Becoming a black belt in selling gives you the ability to pull mental strings to get the predictable responses that have been programmed into your customer, often in childhood or before. MAPs all occur below the level of conscious awareness. In other words, few if any people are aware of why they are making a decision if a MAP is being pulled. This puts immense power and responsibility into the hands of the expert with the techniques you are about to learn.

When you bought this book you really hired us to teach you the MAPs that are the most applicable to you as a person who sells products or services. You have hired us to show you specifically what to do to increase your sales-per-call ratio. You have hired us to show you how to simplify the sales process for you. You have hired us to show you how to communicate with another person's unconscious mind in a simple, easy-to-understand manner.

**If you carefully utilize the strategies and tools in this book, we promise that you will make more "sales per call" from this moment on, for the rest of your life. We guarantee it.**

Most books you have read about selling have focused on selling your product or service to someone or some group at the conscious level of thinking. On a random chance basis that is nothing more than a numbers game. Ten cold calls might get you an appointment in the old system of thinking. Ten appointments might earn you a sale using the old-school methodologies. If you want to be able to decide who you are going to allow to buy from you, and who you are going to pass by, then you can begin incorporating the concepts and techniques in this book immediately.

**Why would anyone release this powerful technology to the public?** Wouldn't it be better to just keep this information closely guarded and use it only for one person's or corporation's benefit?

No.

We have an ulterior motive. As I write this confession, I need you to know that we have made some predictions. First of all, you are learning new information, new strategies and techniques. Some of this information has never appeared in text before. We know by the unconscious law of reciprocity (see Chapter 10 for the ten Unconscious Laws of Persuasion and Selling) that once we give you this information you will almost certainly be appreciative and want to do something nice for us. Question: If I show you how to earn \$10,000 more next year than you did last year, would you tell ten friends about this book? Of course you would! That's what reciprocity is all about!

Salespeople make the world go around. The more sales that are made, the better the economy. The better the economy the more expendable income there is. The more expendable income there is, the more people can afford to own a copy of this book or utilize our programs. This is the ultimate win/win technology. Selling awesome and life-changing products and services is how great people and great companies get to use that adjective.

For years only the largest corporations in the world had many of these strategies and techniques available to them. In recent years, we have discovered many nuances in successful selling. Many more have been discovered by social psychologists and have NEVER been talked about until now! Even more techniques have been leaked from the major corporate advertising firms.

The problem that faces the salesperson is finding out what works and what doesn't. This book solves the problem for you. Everything in this book is tested, tried, and true. Everything in this book works.

Everything you read in this book has been thoroughly studied and researched. The tools, techniques, skills, and patterns you are about to read about work in real life regardless of what you sell. There can be no doubt that much of what you are about to learn about the science of selling is new to you and unknown by everyone else in your office. You will not be bored with the scientific jargon that has helped us discover this information, but you will be given an extensive bibliography that will help you do further research into selling and specifically selling to the unconscious mind. Why all the attention on the unconscious mind?

The unconscious mind is where the sale is really made. The unconscious mind is the storehouse of memory and emotion. It makes up 99.999 percent of all of your experience. Your conscious mind is the part of you that is aware of what you are reading at this moment. It is engaged in some

“critical thinking” and learning processes, and that is about it. Most people sell to the conscious mind, and that is why most people fail in selling.

Selling is much more fun when *you* decide whether the other person is going to buy from you instead of the other way around. The difference between selling to the conscious mind and the unconscious mind is the difference between random success in selling and selling almost everyone you want to.

In *The Psychology of Persuasion: How to Persuade Others to Your Way of Thinking* (Kevin Hogan, 1996, Pelican Publishing), I showed you how to be more influential, make more money, and improve your personal relationships by utilizing the powerful techniques of persuasion.

From the many letters and e-mails I received (and continue to receive), it became clear you wanted more . . . much more. I know you are already making more money, and that is exciting news. The cry was heard, and here is the beginning of the answer to the voices that yelled, “more, more, MORE!”

The difference between this book and *The Psychology of Persuasion* is very simple. This book goes beyond altering someone’s behavior. As you learn the material in this book you will discover that many MAPs were “programmed” into you and your customers before birth. That means many of your behaviors are shaped in your genes, in your DNA. Better? We make it simple to understand, easy to apply, *and we promise that you will learn how to change people’s minds by simply appealing to them at an instinctual level!* Nothing is more compelling. Nothing.

What I’m saying is that this book takes you straight to the double helix, the DNA, and you don’t even have to know how DNA works or even what it is to use the techniques in this book. We did the research, applied the techniques in real selling experiences, and have simplified them into easy-to-master themes and concepts. All you have to do is push the right buttons.

## **The Microsoft Approach**

We want you to be the dominant force in selling what you sell. Your name will become equated with your product or service. What was Microsoft’s goal? To make good software? Nope. To sell lots of software? Nope. Microsoft’s goal was to dominate the market by becoming the operating system in every computer on earth. Did they succeed? No. They are in only 97 percent of the computers on earth.

I guess they will have to suffer the embarrassment of knowing that all



of their competitors combined only have 3 percent of the market. Microsoft really did it right, didn't they? They produced the friendliest software on earth and decided they wanted everyone to use it. This is what we want you to do. We want you to be the salesperson this side of Tokyo, and we want you to decide who will be buying your products and services.

There is one important point we should discuss. *If you sell something to someone who cannot benefit from your product or service, you will not develop the long-term relationships that are necessary for success in business.* A black belt in the martial arts doesn't prove his skills by harming the helpless. He proves his skills by defeating the competition. This book shows you how to eliminate the competition. Never sell to anyone who doesn't benefit far more from purchasing your product than the price they pay you! With this one cautionary note, you can know that the edge you have over your competition is literally in your hands . . . and it is enormous.

This extraordinary technology picks up where *The Psychology of Persuasion* leaves off and comes very close to what would be the ultimate in unconscious communication: psi abilities. We haven't broken that barrier yet, but you don't need to be any closer. You're knocking on the door!

Using the tools you learn in this book, you will eventually be able to almost "read" people's minds. You will be able to know what program is running at each given moment and easily "see" what strings are "in play" and ready to be pulled. *You will be in control of each communication you participate in.* Your confidence will soar. People will literally beg you to sell them your products.

Hi! This is William Horton writing for you now. Kevin gets so excited about selling I can't get a word in edgewise! I'll see you in Chapter 5 ("Rapport!"). I wanted to wait until then but I decided to cut in now. I want to share something with you before letting Kevin come back! If you have ever seen Kevin Hogan speak to an audience in person, you can see his enthusiasm and passion or selling and communication. You should know that he never "sells" any products in front of an audience, yet people shout from the audience about how they can buy his audio and video programs.

It is truly a startling phenomenon. In part, his success in selling is based upon his reputation of giving his all. In part it is because people know that they are always getting the cutting, no, the bleeding edge, from Kevin. This book will show you how to do what Kevin does. (Now, we'll let Kevin come back. I'll see you in a bit!

*Mastering MAPs means that you will be able to move people to the*

*point where they seemingly cannot control themselves. They will demand to buy from you. You will never “sell” anything again.*

I want to share with people a tremendous value in return for their buying the book. What I do is provide huge value to the reader, and in return you always remember where you got the information and tools that changed your life. Zig Ziglar once said, “They don’t care about how much you know until they know how much you care.” That is a Mind Access Point, and that is our philosophy in teaching you.

*If you truly care about your customers, they will demand your services and they will be loyal to you for a lifetime.*

Napoleon Hill, the great success philosopher, said to “go the extra mile” for people.

Are You READY?

Say “Yes,” or “YES!”

### **What will you learn as you turn the pages in this book?**

- How to predict human behavior with accuracy.
- Specifically what to do to create demand for your products or services.
- Exactly what the motivating forces are within each individual and among groups as wholes.
- How to alter your products or services so people insist that you allow them to buy from you, NOW.
- How genes influence your customers’ behavior, so you can pull their genetic strings.
- All the keys to writing powerful copy that backs up verbal claims and makes for great personal presentations.
- The limitless potential of unconscious communication.

## **Unconscious Communication: Reaching the Only Decision Maker You Will Ever Need**

What is unconscious communication? Before we define it, let’s see if

we can give you two vivid examples to prime your mind to understand the concept before putting it into words.

- 1) Have you ever met someone with whom you had instant chemistry?
- 2) Have you ever met someone whom you knew you didn't like, before they ever uttered a word?

In both cases, unconscious communication was occurring long before anyone spoke.

Unconscious communication includes the sending and receiving of verbal and nonverbal communication as it is perceived by the unconscious mind. The unconscious mind is that part of our thinking that we are not aware of at any one moment. It's always there and it's always paying attention. In fact, it's always communicating.

What are some other examples of unconscious communication?

- The way a person smells may or may not register at the conscious level of thought but it "speaks volumes" at the unconscious level. The scent you wear, or whether you wear none at all, alters the entire perception of any selling situation you enter into.
- The exact body posture and gestures you have can trigger positive or negative emotions in anyone you meet. People aren't aware of these triggers at the conscious level but the unconscious mind immediately detects them.

For example: If your buyer (your client) was physically struck by a parent as a child, just viewing a hand raised above the head can create fear. At the conscious level the buyer doesn't know that he rejected you on the basis of something that happened to him as a child, but the unconscious mind knew instantly that it didn't like the salesperson.

- Where you sit at a table will increase or decrease your chances of making the sale, as will how you sit in that chair.
- When making a presentation, whether you use a podium, and/or how you use it can make or break a sale before you utter a word.
- Wearing contact lenses will make some sales presentations more likely to sell and others less likely to sell. This book will teach you how to know whether to wear glasses or contacts.
- Jewelry sends messages at both the conscious and unconscious level. You'll learn all of the correct types of jewelry to wear and when to wear

jewelry. Each prospect you meet will be different, and you will need to make adjustments.

- Your physical appearance will make and break sales. This book will show you when casual is a must, when an expensive coat and tie are demanded, what skirt lengths a female salesperson should wear, and how the unconscious mind perceives differences in dress.
- The unconscious mind processes the tonality of words and phrases while the conscious mind processes the language. The tonality will normally overcome the actual words and phrases. Do you know when to change your tonality?
- There are words that the unconscious mind almost always says “yes” to. The conscious mind finds them irrelevant but the unconscious mind makes the decisions. Read on and you will learn what they are.
- How close you stand to a prospect will determine whether or not he is instantly turned off to you and your products and services.

This book brings to your fingertips (which, by the way, also send unconscious signals to everyone you meet) the secrets of MAPs. We all have coded into our brains thousands of stimulus-response experiences. Any person can knowingly or unknowingly pull your strings and you react immediately without conscious thought. Each of these is a Mind Access Point. If you master only twenty of the hundreds of techniques to gently touch other people’s MAPs, you will increase your sales volume without ever needing to increase the number of contacts and prospects you see.

Every presentation you make from this day forward is going to be much easier. As you find yourself becoming more skilled at unconscious communication, you will find that you rarely ask for a sale. “Closing the sale” will quickly become a thing of the past or, at worst, a mere formality. Your customers will literally *demand* that you sell them your products and then they will develop loyalty to you in a such a way that makes future selling a mere formality. *That isn’t a promise, it is a guarantee.* Utilizing unconscious communication is a skill that takes some time to master.

As you practice one technique each day, you will find yourself in control of every sales situation you enter. You’re on your way to being in charge from this day on.

Turn the pages and learn how these MAPs developed in each of us. Then learn how to pull the right strings and push the right buttons with each of your customers. Enjoy!