



## The Silva Mind Method Sales Power for Sales Professional

Learn how to actually use the untapped powers of your mind to increase your sales and income. Stories from many Silva graduates who have used José Silva's techniques to help them make more sales.

The revolutionary secrets of success you have been searching for! Want to know how to increase your referrals and get more appointments, conquer fears of rejection and failure and not only reach but exceed your sales goals and quotas? Sales Power will teach you how the superstars accomplish miracles of success.

Now you can easily learn how The Silva Method -- used by millions of people to increase productivity by lowering their brain waves -- can be applied specifically to selling with astonishing results.

Awaken the sleeping genius within you! Let Sales Power show you how The Silva Method can quickly develop the power of your greatest asset: your mind and become a superstar of sales success.

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## Chapter One

### Sales Psychorientology

PAT WALKED EASILY across the lobby, her steps firm, exchanging smiles as she saw people she had met on previous visits.

This could be her biggest sale of the year, a sale sought by at least two dozen other salespeople.

They had a product just as good as Pat's, and some of them were much older and had been in the business a lot longer. As she approached Mr. Simmons' secretary, Pat did not have to make an effort to appear relaxed; she really was relaxed.

Pat possessed a secret weapon that enabled her to know exactly how to approach Mr. Simmons and exactly what to say to him: Sales Psychorientology.

During the last few nights, Pat had relaxed at home and thought about all the different approaches she could use, thought about what Mr. Simmons' reaction to each of them would be. She thought about all of the information she had gathered about Mr. Simmons and his company, and what he wanted from her product. She thought about what Mr. Simmons had told her that he wanted; she also thought about the things he had not told her, the things she had figured out with the use of Sales Psychorientology.

Several times over the last few days Pat had awakened during the night and used the Sales Psychorientology techniques to help her gain new insight and understanding into Mr. Simmons' situation, and his reasons for wanting things done his way.

It was not nervousness that had awakened Pat to think about this sale. It was part of her regular routine, her Sales Psychorientology routine, to spend some quiet time figuring out her approach. After learning all that she could through research and interviews, Pat knew that she could trust her instincts.

"It's almost like cheating," she said. "I know what the client wants, what his objections will be and how I can answer them and satisfy him. I know what he can really afford, no matter what he might have told me."

But it had not always been that way for Pat.

When she first entered the sales profession, it would be an effort for Pat to keep from hyperventilating before she entered the building. The massive walls were hostile. Doors loomed like threatening barricades. Deep, plush carpet gripped her feet like quicksand. The secretary blocking the way resurrected the specter of cruel schoolmates who loved to embarrass Pat in front of the other children.

In the beginning of her sales career, Pat did not view the telephone as a friend, as a valuable tool that would put money in her pocket. Instead, the telephone's alarm would set her heart racing, her lungs gasping for air, would make her muscles tense up as she braced herself for the impending confrontation and expected rejection.

What made the difference?

Pat learned techniques to help her control her anxiety and fears. She learned how to use mental rehearsal, not only to help her project confidence, but to actually be confident. She learned powerful stress management techniques to help her relax in any circumstances.

Pat learned how to channel her personal energies so that she could perform to her maximum potential any time, under any conditions.

She learned how to actually develop and maintain a positive mental attitude no matter what might be happening around her.

She learned to overcome limiting belief systems that had always hampered her and held her back.

She learned to use more of her mind in a special way and to trust her intuition.

Pat was introduced to the new science of psychorientology, and how to apply Sales Psychorientology to her profession.

## **The Genius Within**

It is relatively easy for you to take control of your intellect and use it. But what about your feelings, your emotions? Is there someone else inside each of us, a part of us we hardly know, that is in charge of feelings, instincts, emotions, intuition?

Are we really two people?

Yes, we are. In fact, we are really three people. Sigmund Freud identified them as Ego, Superego, and Id. Eric Berne identified them as Parent, Adult, and Child. Both of those models are somewhat limited when compared to the model that Dr. J. Wilfred Hahn came up with.

Dr. Hahn is a biochemist by training, and a parapsychology researcher by inclination. He has served as a valuable Silva Method scientific consultant for more than three decades, and is one of the leading researchers in the new science of psychorientology.

Dr. Hahn realized a long time ago that a part of him believes in education and science and the things of the physical world that he can see, hear, smell, taste, and touch; while another part of him believes in fun without understanding why it is fun, that believes in love without being able to prove that love in a laboratory, that believes in intuition even when it cannot be verified by standard scientific criteria.

## **Willie, Wilfred and Will**

To help him understand himself better, Dr. Hahn decided to refer to the serious, intellectual side of himself as Wilfred, and the playful, creative and intuitive side of himself as Willie. And he realized that there is a director at some level higher than either Wilfred or Willie. He calls the director Will.

There is some irony here. Our conventional educational systems and processes concentrate on teaching Wilfred, on making changes (and hopefully improvements) to the intellectual side of us. That's what happens in school, and in the pages of every sales training book you have read...before this one.

What about Willie? How do you learn to manage your feelings, your instincts, your creativity, your emotions, your intuition? How do you learn to orient and direct your mind toward solving problems in your life and achieving outstanding success?

## **How Dave Bellizzi Made His Dreams Come True**

“After graduating college in 1972,” Dave Bellizzi related, “I began my sales career as a representative for a major life insurance company. The first six months in the business I sold \$1 million worth of insurance...to my friends and acquaintances. I made almost \$70,000 in those first six months and thought this was the greatest job in the world.

“The next year, I made a total of \$5,300 for the entire year,” he continued. “I ran out of friends and acquaintances. I realized that I knew nothing about selling. So I went out and bought every sales book I could get my hands on. I went to sales seminars and bought all of the tapes and everything else. I even found out who the world’s number one life insurance salesman was and learned everything he did. I learned his best prospecting techniques, his best approaches, his best closing techniques, how he effectively handled objections...everything.

“Nothing helped. People turned me down for appointments, and the people I did get to see wouldn’t buy when I tried to close. I couldn’t figure it out. I was ready to quit.

“Then I found out that my real problem was something called fear of rejection and call reluctance. I lacked self-confidence. I had a poor self-image. So I went out and bought all the top motivational books and tapes on the market. They got me all fired up to make the calls, but after the first couple of rejections, I was back to square one again.

## **Overcoming Limiting Belief Systems**

“Then I went to a psychologist to see if he could help me overcome my problem. No results. I knew the problem was all in my mind, but I didn’t know what to do about it. The psychologist wasn’t much help.

“So one Wednesday night in 1974, after much anguish and turmoil, I decided to type up my resignation and hand it in to my manager the next day. I even failed at that ... when I went to the office on Thursday, my sales manager had called in sick. He would be back on Friday, so I decided to wait one more day. And that was the best thing that could have happened to me.

“I spent all day Thursday looking through the newspaper want ads. While going through one particular paper I came across an ad about a program called the Silva Method that claimed to show people how to use more of their minds. They were conducting a free introductory seminar that same night. I decided to check it out.

“It wasn’t even a sales training program, but after hearing their spiel, I decided to take the program and see if it could help me increase my sales.

“Within ninety days after completing the program my sales increased 200 percent. I was able to combine the skills and techniques that I had learned in the Silva Method with the skills and techniques I had learned from the world’s number one life insurance agent to dramatically increase my sales production. Selling was easy and fun again.

“In 1978, after having a lot of success selling life insurance, I decided to start my own financial planning practice. Using the Silva Method skills and techniques I was able to build a multimillion-dollar financial planning firm.”

## **A Technique to Help You Achieve More Personal Growth**

Would you like to have a special technique to help you get 100 percent more benefit from this book—and from any self-improvement program you take? This technique comes from Alejandro Gonzalez Jr. who is Senior Vice President, Administrator, and General Manager of Silva International, Inc.

Gonzalez retired from the Air Force as a Senior Master Sergeant with twenty-two years' experience of dealing with people and motivating them.

“As a businessman,” he explains, “if I send an employee to a seminar to learn some new techniques to use in business, then after the employee completes the seminar I take certain specific steps to insure that we get our money's worth from our investment.

“Here's what I do: I put that employee in charge of a project where he has to use the new skills. I might put him in charge of ten other employees and let him know I expect him to produce.

“In other words, I let the employee know that I expect more from him than I received in the past, and I set up a situation to achieve that result.”

Make up your mind to take that same approach. Set new goals for yourself. Line up projects and make a commitment to succeed at those projects. Give yourself a project that will test your abilities a bit, one that will require you to use the new mental techniques that you will learn in this book in order to succeed.

## **Make Your Dreams Come True With Psychorientology**

Using psychorientology to increase sales has helped many people build prosperous businesses of their own.

One of the first examples was Ken and Elone Hoobler. “In 1970, when we lived in Irving, Texas, we studied José Silva's Silva Method,” Ken recalled. “Our whole lives changed.” They now own their own successful business marketing artificial decorative stones called Hooblerstones, used by builders in more than sixty nations.

“When we finished the Silva Method training,” they said, “José Silva asked many of the graduates what they intended to do with the techniques, now that they learned how to use more of their minds”

Ken told José, “I intend to see all the world and almost every country in the world.”

“José Silva gave us the key,” they explained. He told them, “You work so hard to do all the things that you do. Why don't you use more from your neck up instead of down?”

They took his suggestion seriously. The results? “We have completely circled the world three different times in three different routes,” the Hooblers said. “Our trips always pay for themselves and more, because that is the way we program it.”

The Hooblers like to help people, and to spread the word about how everyone can learn to use more mind for a better and better life.

They are good salespeople. You have heard about the salesman who could sell refrigerators to Eskimos? The Hooblers have sold this American form of “Dynamic Meditation” to residents of India!

John and Rita Donohue also used psychorientology to build their own business, called Magic Wind. They make and sell wind chimes and other items.

Their dream grew from a business grossing a little over \$26,000 in 1976 to more than \$300,000 in 1981 and was closing in on \$1 million a year later.

“Perhaps the most significant factor of 1976,” they said, “was an encounter with a powerful problem-solving technique called the Silva Method of Mind Development. The use of this meditation/visualization skill through the years has been a priceless asset for growth and a vital factor in the success of the business.”

“There is no way to estimate the value of the Silva Method principles in the conduct of a business,” they added. “We have found the Silva Method of Mind Development to be the most grounded, practical, accessible, and easy method of all the self-improvement programs we have attended.”

Californian Kitt Curtis is another Silva Method graduate who started her own business. Along with her daughter Geri, and Betty Ash, she owns a coffee-roasting plant. Published reports list them as the only women in the world with their own coffee roasting plant. “Thank you, José Silva, that class helped me so much,” Curtis wrote in an unsolicited testimonial.

## **How Limitations Are Born**

How is Willie trained? One way to train Willie is the same way you train an elephant.

Have you ever been to a circus and seen the elephants tied up outside the circus tents? A small rope ties the elephant’s leg to a small stake that has been tapped into the ground.

How does this stake hold the elephant? After all, when a wild elephant is hungry, it doesn’t bother reaching up to the top of the tree for its food; it just pushes the tree over so the tasty leaves are at a more convenient level.

How can an animal so big and powerful be controlled by a rope tied to a little stake?

Training. When the elephant was very small, the trainer used a big chain attached securely to a big post hammered deep into the ground to limit the elephant’s movement. The elephant could only go so far, and it was not big enough or strong enough to break the chain or pull up the stake.

The elephant quickly learned its limits: It could only go to the end of the chain that was locked to its leg.

With our intellect, we know that a fully grown elephant could easily break the rope or uproot the stake that holds it, but since no one has communicated that to the elephant, it remains within its limits.

Can this happen to a human being?

Think about this:

When you were a young child, in school, and your parents and teachers loved you and wanted to motivate you to do your best, did they ever equate your grades in school to your ability to succeed in life as a grown-up: “You must study hard and make good grades if you want to be a success in life.”

If you are like most people, your grades were probably average. After all, they set up the system so that only a few people made good grades, and only a few made really bad grades. Most people were average. They learned their limits early. They learned their limits at an age when very strong impressions are being made on the brain, impressions that will lie buried, shaping our lives, after the brain matures and is functioning more intellectually.

Our grown-up intellect “knows” that we need not be limited by the grades we made in school many years ago. We have many examples: José Silva never got a grade, because he never went to school a day in his life . . . as a student. Einstein failed math. Helen Keller was thought to be unteachable.

So we “know” that we do not have to be limited. But nobody is getting the message through to Willie. It was the young, emotional, feeling, helpless Willie who got the message. And Willie is still working hard to keep us within those limits.

Willie can bring your progress to a dead stop, just as the rope stops the circus elephant.

On the other hand, Willie can work for you, twenty-four hours a day every day of your life, to help you make all of your dreams come true. In fact, you can do more than make your dreams come true . . . you can learn to dream greater dreams.

## **Re-Programming Your Biocomputer for Greater Success**

To help you understand how you, as a human being, function, let’s just consider the brain for a moment. Your brain functions much like a computer. It operates on a very small amount of electrical energy that pulses, or beats, several times each second. Like a computer, your brain can store information and retrieve that information later. That’s called memory. And when programmed properly, your brain can use information to solve problems.

Your brain has many highly specialized areas. The cortex—the wrinkled-up gray matter that forms the outer portion of your brain—is divided into two halves: the left brain hemisphere, and the right brain hemisphere.

The left brain hemisphere is associated with logical, rational thought; with the objective—physical—senses. The left brain hemisphere must understand everything, must have a reason for everything. This is the part used mostly by Wilfred.

The right brain hemisphere is associated with imagination, creativity, and intuition. This side of your brain sees patterns and form. It appreciates art and music. You could say that your left brain hemisphere sees the trees, while the right brain hemisphere sees the forest. Your right brain hemisphere is associated with your subjective—mental—senses. It is used mostly by Willie.

To achieve your full potential, you need to use both brain hemispheres to think with, to use both Wilfred and Willie, working together as partners. You need Wilfred’s logic and ability to reason, and you also need Willie’s creativity and intuition.

But most people use only the logical left brain hemisphere. They develop their physical senses to a high degree, but virtually ignore their mental senses.

## **Multiply Your Talent—automatically**

When you learn to use both your left and your right brain hemispheres as they are meant to be used, instead of just using only your left brain hemisphere, you will be infinitely more successful.

Let's look at it this way:

Suppose you were one of several salespeople going to make a presentation to a prospect, and the other salespeople all thought that they could use only one leg. While all the others were hopping around, trying to get along on just half of their abilities, you would look like a person who was in control and who could get things done.

To them, it would seem like you could work miracles. Even if you cannot run fast, you can still outrun a person who uses only one leg. Even if they use crutches, you could still outperform them so much it would seem to them like you were working miracles.

But, if they only knew they could use their other leg, they too could do the things you do. They could make more sales, help more people, and everyone would be better off.

That is what it is like when you learn to use both brain hemispheres to think with. You will be doing things you used to think were miracles, things you thought you could never do, things you thought were done only by special people with something "extra."

You have both a left and a right brain hemisphere, just like everyone else. You have a mind just like everyone else. You can learn to use more of your mind, the way the superstars do. Just imagine how this can help you and your loved ones.

The greatest discovery you will ever make, is the potential of your own mind.

## **Everyone Can Succeed**

If you feel a little bit skeptical about learning to use intuition to help you, that is all right. It is Wilfred who is the skeptic. That is Wilfred's job, to protect us by screening everything for us and helping us to avoid things that might hurt us or waste our time or money.

In fact, there is no logical way to convince Wilfred about intuition and creativity and other nonphysical things. Wilfred's domain is the physical world.

But the Silva Method techniques will work for you, because you will begin to learn shortly how to bypass Wilfred and gain direct access to Willie. Then you will give new instructions to Willie, and this will enable you to function the way the superstars do.

At that time, Wilfred will accept the reality of your experience, although there might still be a tendency to want to find an explanation.

## **Research Shows That Even Skeptics Succeed**

A research study conducted by Rafael Liberman at the Sociology Department of Bar-Illan University in Israel showed that both skeptics and believers attained equally good results in attaining the goals they were seeking from the Silva Method techniques.

Both believers and skeptics attained a similar number of objectives, Liberman reported. But there was one difference: Those with a high expectation reported greater success within the individual fields, than the group with low expectations.

According to Liberman, “The results show that ‘skeptics’ who take the Silva course attain the same achievements as those whose expectations were high.”

To gain the greatest benefit from the techniques in this book, simply recognize that Wilfred will be skeptical from time to time, and that’s all right. All you need to do to be successful is to make up your mind to follow the instructions, and you will succeed. We guarantee it.

## **Controlling the Subconscious, Consciously**

In order to re-educate Willie, we must first get Wilfred to be quiet. Wilfred is like a manager who demands to be heard. When Wilfred barks out orders, Willie has to listen and usually must obey.

But Wilfred has some rather severe limitations. Wilfred has some very strong needs: the need to prove everything logically, the need to do things in sequence, the need to explain things rationally, the need to be in control.

Willie, on the other hand, is creative, intuitive, trusting. And Wilfred is suspicious of much of what Willie does. Wilfred does not understand creativity, because so often it comes in illogical ways. Wilfred does not trust intuition because it cannot be explained by conventional scientific criteria. Wilfred has little respect for anyone who does not fight to be in control.

Yet Willie is the one who knows how to carry out the instructions that Wilfred gives. When Wilfred wants to store some information away in memory, for instance, Willie takes care of the task, and Wilfred does not have a clue as to where Willie stores things. When Wilfred needs a solution, Willie can get it without Wilfred having any idea of how it was done. Of course, Wilfred has such a strong need to explain everything that Wilfred will come up with an explanation, even if it is not true.

How do you mediate between these two aspects of yourself?

Through an act of Will.

As you practice the techniques in this book, you will learn how to contact your higher self, the part of you that is in contact with higher intelligence and can guide you to do what is best, not only for yourself, but for all concerned.

You can achieve more through cooperation than by confrontation.

There is enough of everything for everyone. When you see things from a higher perspective you will know exactly how to use both Wilfred and Willie appropriately to get whatever you need and do what is best for all concerned.

José Silva believes that we were assigned to this planet in order to help correct problems. The more problems we correct, the more rewards we will receive.

When you do what you are supposed to be doing, he says, you will be rewarded. That is how high intelligence lets us know we are doing what we should be doing.

All this is easier to do than explain, so let’s get right on to your first mental training exercise, also known as a conditioning cycle. For that, we will turn the floor over to José Silva:

## Training Your Mind

So you have agreed to set aside fifteen minutes every day to develop and acquire the extra ability to function consciously at alpha.

Now let's start. In the forty-hour Silva Method training program, attendees learn how to function consciously at alpha in just a few hours, because they have the help of a trained lecturer who guides them step- by-step and answers all of their questions. Since you are going to be learning by reading this book, it will take longer. It will take you approximately forty days.

I am going to let you begin the Silva Method for increased sales by using positive mental instructions while relaxed.

I will give you a simple way to relax, and you will do better and better at this as you practice.

I will also give you a simple statement to affirm to yourself.

This is how you educate Willie. You relax, get Wilfred to be quiet, lower your brain frequency to the alpha range where Willie resides, and communicate directly with Willie.

What do we mean by alpha brain wave frequencies?

Your brain operates on a small amount of electricity that pulses several times a second. During the day, when you are functioning at the outer conscious level of mind, your brain pulses about twenty times a second (cycles per second, or cps). When you go to sleep at night, your brain pulsing slows down to one time per second, or less.

Alpha is in the center of this normal daily frequency range, about ten cycles per second. This is associated with light sleep, dreams, and relaxed daydreaming.

The mental exercise I am going to show you now will help you learn to lower your brain frequency while maintaining conscious awareness. In other words, you are going to learn how to work with both Wilfred and Willie at the same time, with conscious awareness in both dimensions. When Wilfred and Willie begin working together, instead of at odds with each other as they often do, you will begin to get results in your life that seem like miracles.

I will show you a simple mental exercise now to get you started.

Even though you are going to be a beginner at this, expect a miracle.

Your desire, belief, and expectations are the "green light" to Willie to go ahead and start changing your life for the better.

On the other hand, if you are saying to yourself, "Well, I'll do the exercise, but I don't really think it is going to do any good," that's Wilfred wanting to remain in control and block access to Willie. If that happens, just acknowledge that this is okay, Wilfred is doing his job. Then go ahead and relax, do the exercise confidently, and it will work.

The choice is yours, through an act of Will.

The moment of decision has come.

Do you want to be more in charge of your life?

If your answer is yes, your dividends can be not only in increased sales, but in every other facet of your life as well: better health, better relationships, and all the other things that help you enjoy life more.

Since you cannot read this book and relax simultaneously, it is necessary that you read the instructions first, so that you can put the book down, close your eyes, and follow them. Here they are:

## **Your First Alpha Experience**

1. Sit comfortably in a chair and close your eyes. Any position that is comfortable is a good position.
2. Take a deep breath and as you exhale relax your body.
3. Count backwards slowly from 50 to 1.
4. Daydream about some peaceful place you know.
5. Say to yourself mentally, "Every day in every way I am getting better, better, and better."
6. Remind yourself that when you open your eyes at the count of 5, you will feel wide awake, better than before. When you reach the count of 3, repeat this, and when you open your eyes affirm it again ("I am wide awake, feeling better than before"). You already know steps 1 and 2. You do it daily when you get home from work. Add a countdown a peaceful scene, and an affirmation to help you become better and better and you are ready for a final count-out. Read the instructions once more. Then put the book down and do it...

## **The Magic of Thinking at Alpha**

Thanks to Mr. Silva, you have just experienced "programming."

Your ability to program gets better with practice. With practice, you relax more quickly and you reach deeper levels of mind; you visualize more realistically; your levels of expectation and belief heighten, yielding bigger and better results.

Programming in this manner at the alpha dimension produces far better results than programming at beta.

You can repeat affirmations a thousand times at the outer level, where Wilfred filters everything through his analytical processes, and not have as much effect on Willie as you can with just one repetition at the alpha level, where Willie resides

That is the secret of why some people are able to visualize their goals and reach them, while most people get very little result.

Silva Method research has found that only about one person in ten naturally thinks at the alpha brain wave level, and acts at the beta level. Remember, the only way to get superior results is to learn how to do your thinking at the alpha level, the way the ten percenters do.

## **How You Can Become a Superstar**

When you practiced the simple relaxation exercise a few minutes ago, you took the very first step in causing your mind "to go beyond this average stopping point."

And as you continue with the exercises in this book, you are "sure to be rewarded with fame and fortune" if your efforts are of a constructive nature.

Napoleon Hill knew it in 1925, but he didn't know how to teach it. And in Think and Grow Rich two decades later he still couldn't explain how to do it.

The Silva Method is the program that can “stimulate any mind and cause it to rise above this average point without any bad reactionary effects.” It is the first program in history to achieve this.

And now you can achieve this, just like the superstars. It is yours if you will invest just fifteen minutes a day in practice, if you will ask Wilfred to stand by while you communicate directly with Willie.

Now that you have completed that first brief mental exercise, you are ready to go to the next chapter and learn to “concentrate” even better.

## **Your Step-by-step Roadmap to Success**

We will be with you and guide you every step of the way until, as you approach the end of the book, you will be able to take control of your life and live the way you desire. You will be able to help yourself, and know how you can use your mind's energy to program other people at a distance to help them, also.

And isn't that what selling is all about: Helping people get what they want through the use of your product or service.

It is as easy as A, B, C.

And it all starts with alpha.