

A Revolution in Training: The Bottom Line Results of The Switched-On Selling Seminar

by

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Executive Summary

The Switched-On Selling (SOS) seminar was designed to allow participants to overcome their fears so that they can become successful salespeople. The SOS seminar is revolutionary because it does not teach any sales techniques. Rather, it teaches participants how to determine which areas of the selling process are causing him or her stress and difficulty. Then participants learn how to use movement exercises called Brain Gyms[®] to rewire their brains so that they are able to adapt to new opportunities and changes.

This report presents the updating of an analysis conducted in 2001, when data from 365 participants' pre- and post-seminar questionnaires was compared to 61 participants who completed and returned the One-Month questionnaire. An analysis was conducted on all 18 questions as well as on the Overall Response Total for all 18 questions.

Switched-On Selling Seminar participants completed a self-assessment questionnaire before the seminar began, immediately after the seminar, and one month after attending the seminar. The responses to the initial questionnaire indicated how the participants viewed themselves in relationship to the selling process. Participants' responses to the questionnaire immediately after the seminar indicated whether the materials presented in the seminar changed their perceptions of themselves. Administering the questionnaire one month after the seminar determined whether the changes indicated on the second questionnaire were genuine and if they held.

The updated group added data from 330 salespeople to the data in the original study, which provided data for a total of 695 participants. This group was compared to a group of 124 respondents who completed the questionnaire one month after the seminar.

The analysis shows that participants' self-perception of their sales ability improved dramatically at the end of the seminar. The analysis also shows that participant's positive perceptions about their sales abilities improved even further when they were back in the field selling.

This report also presents the results of an insurance company study that shows how the SOS seminar affects salespeople's bottom line. One team of sales people in the company attended the seminar and another group did not. Salespeople who attended the SOS seminar increased sales 39% over those who did not attend the seminar. In addition, the group that attended the seminar increased their premium levels 71% over those who did not attend the seminar.

Introduction

What separates a top salesperson from an average salesperson? Why do some individuals seem to be born to sell while meeting a prospect is anathema to others? Scores of books, seminars, DVDs, and CDs are available to teach countless sales techniques. Yet, only a select few salespeople achieve the highest levels of sales success.

Could fear explain the gulf between success and failure in sales? Fear has a powerful effect on a person's behavior. When a person is functioning out of fear, he will attempt to avoid the cause of the fear. For example, if someone fears meeting people, he will not make calls or set up appointments. This occurs even though prospects would be interested in his product. As a result, the salesperson will not be successful and will either be a mediocre performer or eventually resign.

The Switched-On Selling (SOS) seminar was designed to allow participants to overcome their fears so that they can become successful salespeople. The process developed for SOS uses a methodology that creates new neuron firing patterns in the brain in minutes. These new patterns allow salespeople to follow their company's training and move to new levels of sales success quickly and easily.

The SOS seminar is revolutionary because it does not teach any sales techniques. Instead, the seminar begins by using Kinesiology, "an integrated system for assessing and evaluating the effects of all stimuli, internal and external, on the body, enabling us to arrive at a new understanding and synthesis of the integrative action of the body energy system"¹. Kinesiology muscle checking allows the seminar participant to determine which areas of the selling process are causing her stress and difficulty.

Once these areas of stress are identified, attendees are taught simple movement exercises called Brain Gyms[®], which were originally developed Dr. Paul Dennison, Ph.D. and Gail Dennison to help children and adults with learning disabilities. The movement exercises are also designed to rewire the brain from a fear/survival focus, which occurs in the back part of the brain and may be triggered by past experience, to a present-time/choice focus, which occurs in the front section of the brain. These Brain Gym[®] movements allow the brain to be open and be able to adapt to new opportunities and changes.

Dr. Jerry V. Teplitz, JD, Ph.D. has adapted and applied these concepts to the sales process. The results of over nineteen years of research studies validating Brain Gym[®] can be read at <http://www.teplitz.com/BrainGymResearch.htm>.

¹ Definition from International Center for Nutritional Research, Inc.
<http://www.icnr.com/articles/behavioralkinesiology.html>

The Switched-On Selling Study

Switched-On Selling Seminar participants completed a self-assessment questionnaire (See Appendix A) before the seminar began, immediately after the seminar, and one month after attending the seminar. The questionnaire that participants completed at the beginning of the day provided a baseline measurement of how the participants viewed themselves in relationship to the selling process. Completing the questionnaire again immediately after the seminar indicated whether the materials presented in the seminar changed their perceptions of themselves. Participants were then asked to complete the questionnaire a final time one month later. This was designed to determine that the changes indicated on the second questionnaire were genuine and not the result of a seminar high, which occurs when a participant leaves a seminar motivated to change but returns to old behavioral patterns within days of the seminar's conclusion.

For the original analysis conducted in 2001, data from 365 participants' pre- and post-seminar questionnaires² was collected to provide the baseline measurement. This group was compared to 61 participants who completed and returned the One-Month questionnaire. An analysis was conducted on all 18 questions as well as on the Overall Response Total for all 18 questions (Appendix A).

This revised study added data from 330 salespeople to the data in the original study, which provided data for a total of 695 participants. This group was compared to a group of 124 respondents who completed the questionnaire one month after the seminar. The analysis was also performed on all 18 questions and on the Overall Response Total.

² These participants did not complete the One-Month questionnaire.

Analysis

Original Study - Overall Response Totals

Figure 1 provides the results of the original study's pre- and post-seminar responses. On the pre-seminar questionnaire, 40% of the participants rated themselves negatively on their ability to be effective salespeople. At the end of the seminar, however, post-seminar results indicated that 92% of the participants believed that they were capable of performing all parts of the sales process. There were only 7% of the participants left on the negative side.

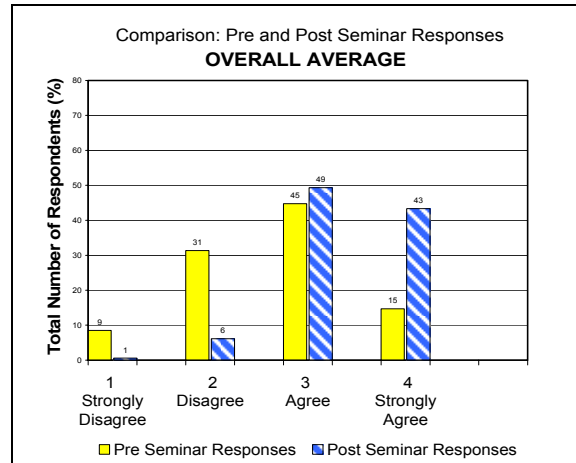


Figure 1. Original Study - Overall Average of Pre- and Post-Seminar Responses

Original Study - One Month Following the Seminar

The responses of participants who completed and returned the questionnaire one month after the seminar are presented in Figure 2. It illustrates that the participants not only continued to feel positive about their sales abilities at the end of the one month follow-up period they improved even further. At the beginning of the seminar, 40% of the participants rated themselves negatively on their ability to be effective salespeople. After the seminar, 92% believed that they were capable of positively performing all parts of the sales process. One month later, 95% had positive self-perception about their abilities as salespeople.

In addition, the number responding “Strongly Agree” increased from only 16% in that category at the beginning of the day to 43% at the end of the seminar and most dramatically to 55% on the one month later form. This means that when people were back in the field, they improved even further.

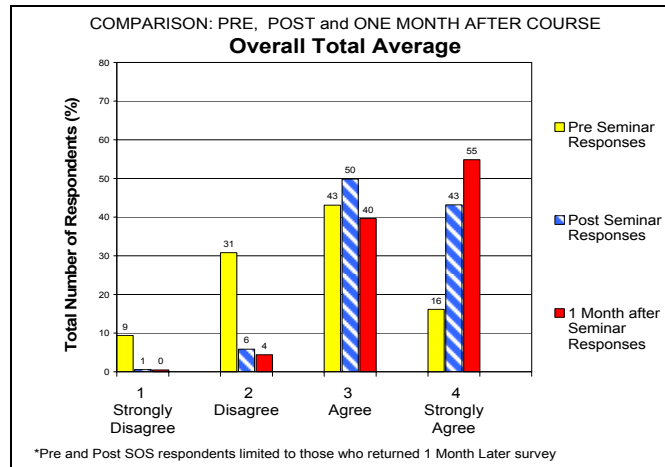


Figure 2. Original Study - Overall Average of Responses One Month Following Seminar

A high degree of correlation exists between the results of those who only completed the pre- and post-seminar questionnaires and those who completed the questionnaire all three times - before the seminar, immediately following, and one month after the seminar. Therefore, one can project that the responses of the One Month Later group are applicable to all the participants in the study.

Revised Study³

Figure 3 provides the results of the revised study's pre- and post-seminar responses. On the pre-seminar questionnaire, 38% of the participants rated themselves negatively on their ability to be effective salespeople. Post-seminar results indicate that 93% of the participants believed that they were capable of performing all parts of the sales process.

As mentioned earlier, the participants' changed self-perception at the conclusion of the seminar did not result from their learning new selling techniques at the seminar, but from using the Brain Gym movement exercises to create new response patterns.

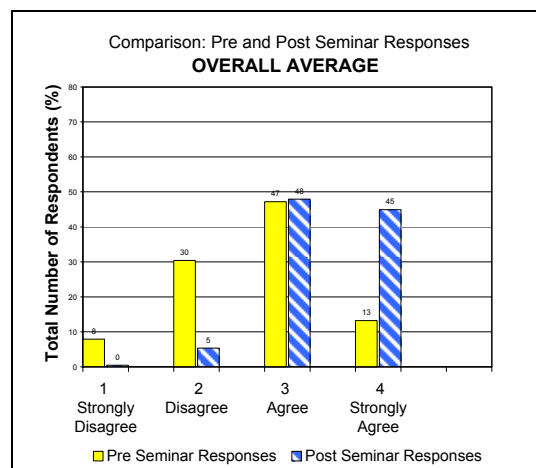


Figure 3. Revised Study Overall Average of Pre- and Post- Seminar Responses

³ In the revised study, fractions were rounded, which sometimes resulted in a total of more or less than 100%.

Revised Study - One Month Following the Seminar

Figure 4 presents the responses of participants who completed the questionnaire one month after the seminar. As mentioned earlier, 38% of the participants rated themselves negatively on their ability to be effective salespeople when the seminar began. After the seminar, 93% believed that they were capable of performing all parts of the sales process. One month later, 93% had positive self-perception about their abilities as salespeople. As in the original study, the revised study's results show that the participants continued to feel positive about their sales abilities when they were back in the field selling.

As in the original study, the participants' responses to "Strongly Agree" increased dramatically from 15% at the beginning of the day, to 43% at the end of the day to 55% one month later.

This means that the results of the original study and the revised study are extremely consistent with each other. Due to this consistency, I will only refer to the results from the revised study's responses in analyzing the rest of the results.

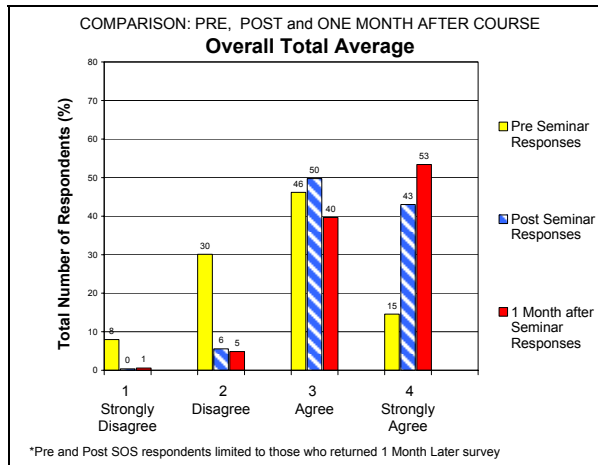


Figure 4. Revised Study - Overall Average of Responses One Month Following Seminar

Responses to Select Questions Reveal Significant Changes

The responses to the following questions revealed the most significant changes in the participants' attitudes. We will now examine the first question:

Question:

- *I handle rejection well.*

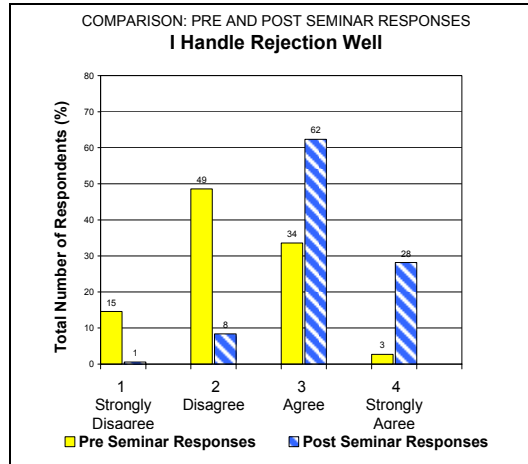


Figure 5. Pre- and Post-Seminar Responses: I Handle Rejection Well

Figure 5 illustrates responses to this statement on the pre- and post-seminar questionnaire. Sixty-four percent of participants responded negatively to this statement before the seminar. At the end of the seminar, only 9% of participants responded negatively. The post-seminar questionnaire responses also indicate that 90% of participants felt positive about their ability to handle rejection.

Figure 6 illustrates the responses of those who completed the questionnaire one month following the seminar. It shows that 89% of participants responded "Agree" or "Strongly Agree." The "Strongly Agree" category shows a 29% increase between the pre-seminar responses and the post-seminar responses and another 9% increase for follow-up one month later. Conversely, the "Disagree" or "Strongly Disagree" categories drop from 57% before the seminar to 9% one month after the seminar.

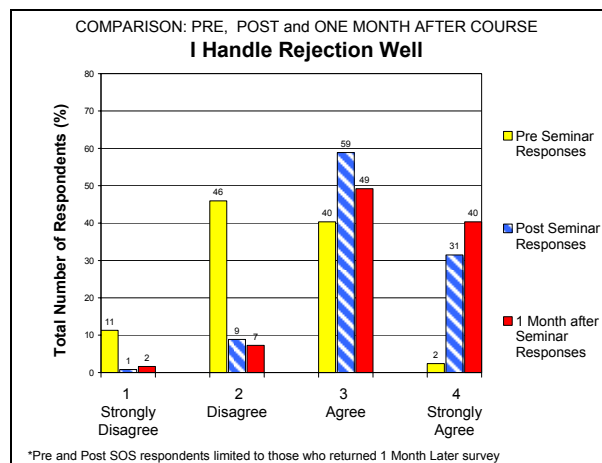


Figure 6. One Month Following Seminar: I Handle Rejection Well

Question:

- *It is easy for me to make cold calls in person.*

In Figure 7, 69% of the participants responded "Disagree" or "Strongly Disagree" to this statement on the pre-seminar questionnaire. One month later only 13% responded the same. Only 29% responded "Agree" or "Strongly Agree" on the pre-seminar questionnaire. On the post-seminar questionnaire, however, 82% responded in kind. When participants returned to the field, the results of the follow-up questionnaire one month later show that their positive self-perception had continued to increase; 85% responded "Agree" or "Strongly Agree" to the statement. The "Strongly Agree" category also increased from 26% on the post-seminar questionnaire to 43% on the one month later questionnaire.

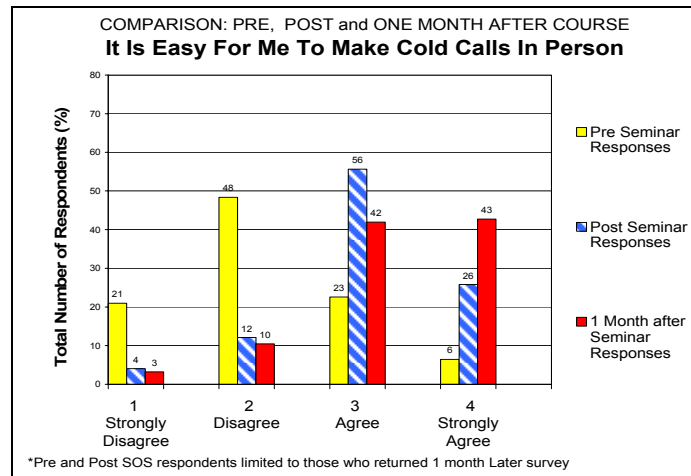


Figure 7. One Month Following Seminar: It Is Easy for Me to Make Cold Calls in Person

Question:

- *It is easy for me to ask my clients for referrals.*

Figure 8 illustrates responses to this statement. On the pre-seminar questionnaire, 47% of the participants responded "Disagree" or "Strongly Disagree" to this statement. On the post-seminar questionnaire, 6% of participants responded this way. One month later 6% still responded this way.

Fifty-one percent of participants responded "Agree" or "Strongly Agree" on the pre-seminar questionnaire. On the post-seminar questionnaire, however, 92% responded in kind. When participants returned to the field, the results of the follow-up questionnaire show that they continued to have a positive self-perception one month later; 92% continued to respond "Agree" or "Strongly Agree." The "Strongly Agree" category grew from only 10% on the pre questionnaire, to 36% on the post one, to 48% on the one month later responses.

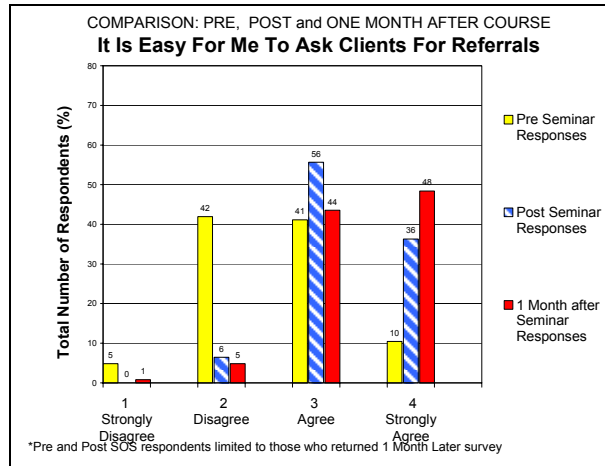


Figure 8. One Month Following Seminar: It Is Easy for Me to Ask Clients for Referrals

Statistical Analysis

A statistical analysis was performed on the results from the pre- and post-seminar questionnaires and the questionnaires completed one month after the seminar. The analysis of variance of the three levels yielded an F-ratio of 122.76 (df=2, 120), which is significant beyond the .0001 level. It indicates that there is a significant difference among the three test periods.

A subsequent test, the Newman-Keuls Analysis, revealed that the post-seminar and one-month follow-up questionnaires did not differ from each other but that both of them differed from the pre-seminar questionnaire. In other words, the Switched-On Selling Seminar had a significant effect on the participants between the first and second time they completed the form, down to the .0001 level. A statistically significant difference between the post-seminar and one-month follow-up was not found. The hypothesis points to the fact that the seminar had a significant and sustaining affect on participants.

Field Study Shows How SOS Seminar Affects Bottom Line

Although the graphs in this report and those in Appendix B indicate that salespeople's self-perceptions change significantly as a result of attending the Switched-On Selling seminar, salespeople are most interested in learning how these changes correlate to bottom line dollars.

To discover how the SOS seminar affects salespeople's bottom line the South Carolina Farm Bureau, an insurance company, conducted its own study. Its sales force was divided into two groups, one that attended the seminar, and one that did not.

The company tracked both groups for four months after the seminar and compared everyone's sales figures from the previous year against those from the current year. Salespeople who attended the SOS seminar increased sales 39% over those who did not attend the seminar.

For insurance agents, the figure for increased premiums is considered even more important than overall sales. The results demonstrated that the group that attended the seminar increased their premium levels 71% over those who did not attend the seminar.

To arrange for your sales force to attend a Switched-On Selling Seminar, call 800-77-RELAX or visit www.Teplitz.com and click on Switched-On Seminars.

Comments from Seminar Attendees

"I would like to go on record as very strongly recommending both you and your Switched-On Selling Seminar. Perhaps its greatest strength is that it doesn't require the usual follow-up, reinforcement and retraining that most traditional methods require."

William T. Brooks, Master Sales Trainer
Greensboro, NC

"The day after the seminar, the results were instantaneous. We closed seven contracts, seven times more than we had done during the preceding eight months. By the end of the week, we had 18 signed contracts."

Serge Gravelle, Webmaster
Largo, FL

"Before I completed your course, I was averaging one insurance sale a week, and then afterwards it went up to 3.5 sales a week. After five months of maintaining this level, I changed companies and my sales increased even more dramatically. After my first five weeks, I was the top agent in the office."

Veda Stone, Insurance Salesperson
Virginia Beach, VA

"The Switched-On Selling experience had the greatest impact in the shortest period of time of any program I have seen in my many years in sales management."

Robert E. Donovan, Director of Life Sales
The Independent Order of Foresters
San Diego, CA

"I just had to write and thank you for your Switched-On Selling seminar. I never experienced and single event to bring about such a profound change in my life, in fact, if someone had told me the impact it would have on me, I would never have believed it!"

Lucia Occhiuzzo, Financial Advisor
Dallas, TX

"What was great about your program is you showed sales reps how to reprogram their thinking so they are highly effective. This should be a required seminar before anyone takes traditional sales training. You have found the missing piece!"

Andy Miller, Sales Trainer
Sandler Training Institute
McLean, VA

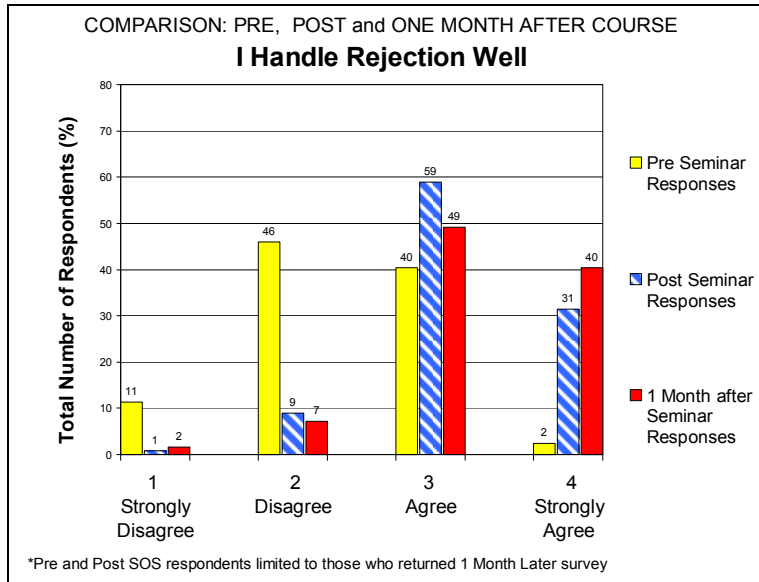
Appendix A. SOS Pre- and Post-Course Questionnaire

1. I handle rejection well.
 Strongly agree Agree Disagree Strongly Disagree
2. I research potential clients prior to contacting.
 Strongly agree Agree Disagree Strongly Disagree
3. I enjoy selling.
 Strongly agree Agree Disagree Strongly Disagree
4. I am effective as a salesperson.
 Strongly agree Agree Disagree Strongly Disagree
5. I view myself as a successful salesperson.
 Strongly agree Agree Disagree Strongly Disagree
6. It is easy for me to make cold calls using the telephone.
 Strongly agree Agree Disagree Strongly Disagree
7. It is easy for me to make cold calls in person.
 Strongly agree Agree Disagree Strongly Disagree
8. I am comfortable talking on the telephone.
 Strongly agree Agree Disagree Strongly Disagree
9. I am comfortable with face to face visits.
 Strongly agree Agree Disagree Strongly Disagree
10. I develop a rapport quickly with a client.
 Strongly agree Agree Disagree Strongly Disagree
11. I effectively begin the presentation.
 Strongly agree Agree Disagree Strongly Disagree
12. I effectively answer objections and questions.
 Strongly agree Agree Disagree Strongly Disagree
13. I am comfortable asking for the order and closing the sale.
 Strongly agree Agree Disagree Strongly Disagree
14. It is easy for me to write proposals.
 Strongly agree Agree Disagree Strongly Disagree
15. I provide effective customer service.
 Strongly agree Agree Disagree Strongly Disagree
16. It is easy for me to ask my clients for referrals.
 Strongly agree Agree Disagree Strongly Disagree

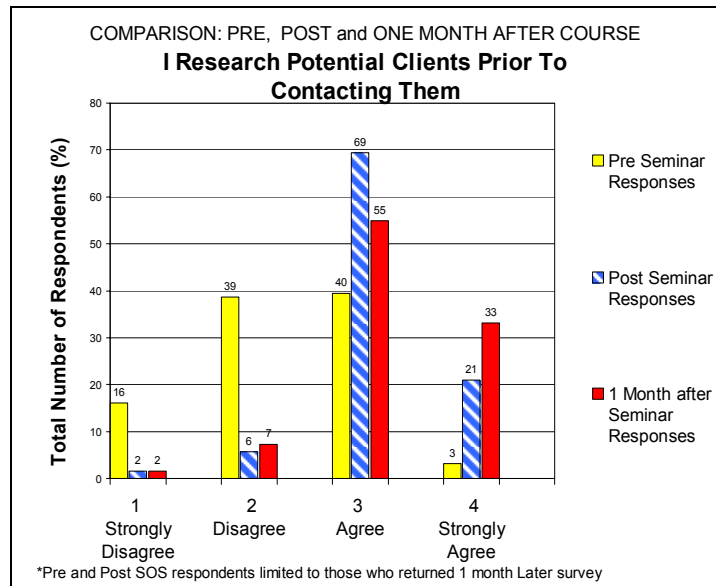
17. I offer clients other opportunities.
____ Strongly agree ____ Agree ____ Disagree ____ Strongly Disagree
18. I view myself as prosperous.
____ Strongly agree ____ Agree ____ Disagree ____ Strongly Disagree

Appendix B. Questionnaire Results One Month Following Seminar

The following graphs illustrate the responses to the questionnaire administered one month after the seminar. Analysis focuses on the change between Strongly Disagree responses and Strongly Agree responses.

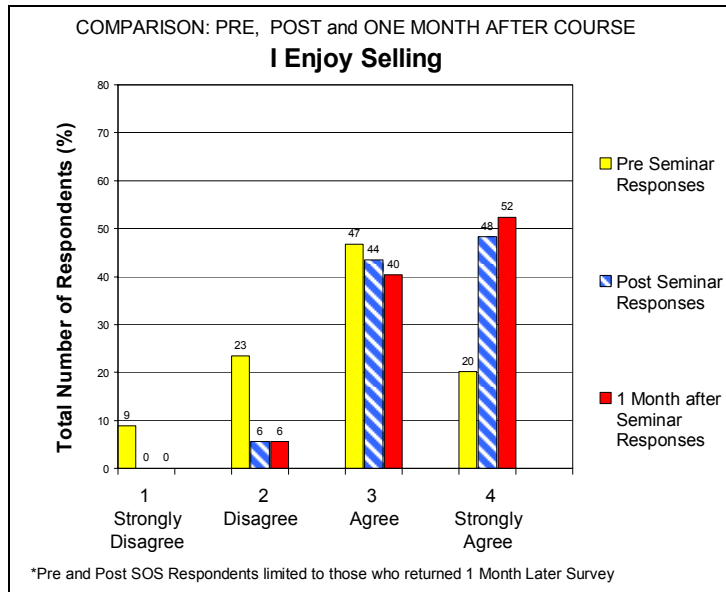


In the pre-seminar responses, 11% responded Strongly Disagree and 2% responded Strongly Agree. In the post-seminar responses, 1% responded Strongly Disagree and 31% responded Strongly Agree. One month after the seminar, 40% of respondents responded Strongly Agree.

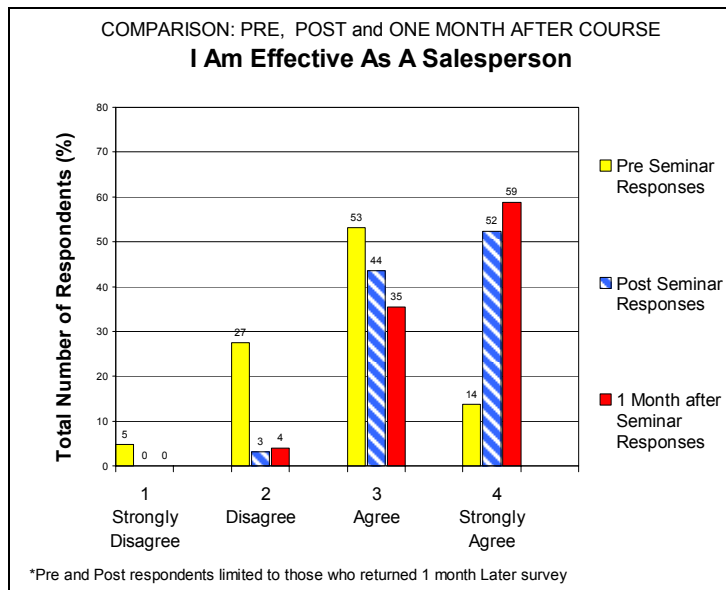


In the pre-seminar responses, 16% responded Strongly Disagree and 3% responded Strongly Agree. In the post-seminar responses, 2% responded Strongly Disagree and 21% responded Strongly Agree. One month after the seminar, 33% of respondents responded Strongly Agree.

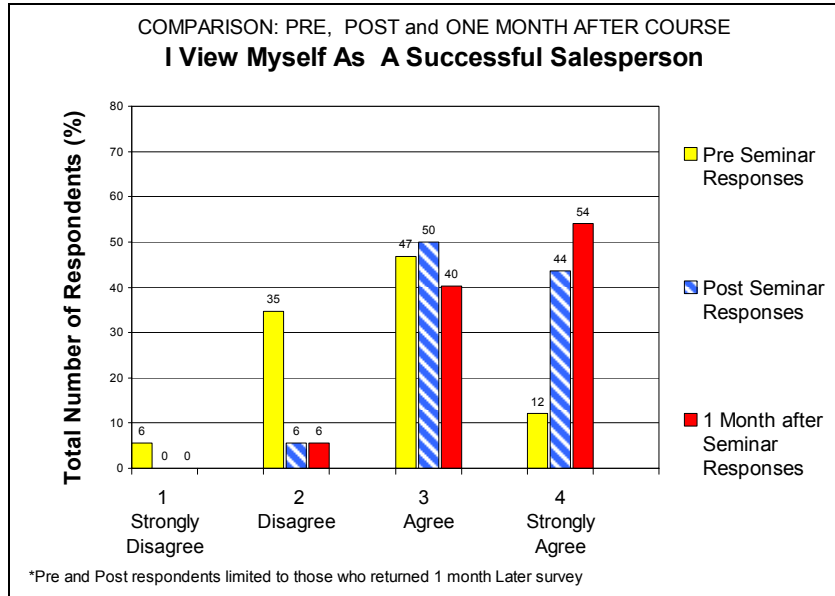
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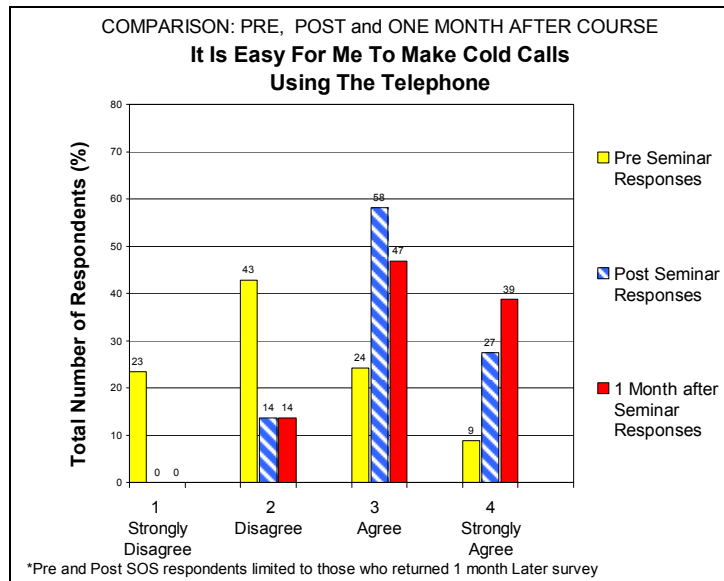
In the pre-seminar responses, 9% responded Strongly Disagree and 20% responded Strongly Agree. In the post-seminar responses, 6% responded Disagree and 48% responded Strongly Agree. One month after the seminar, 52% of respondents responded Strongly Agree.



In the pre-seminar responses, 5% responded Strongly Disagree and 14% responded Strongly Agree. In the post-seminar responses, 3% responded Disagree and 52% responded Strongly Agree. One month after the seminar, 59% of respondents responded Strongly Agree.

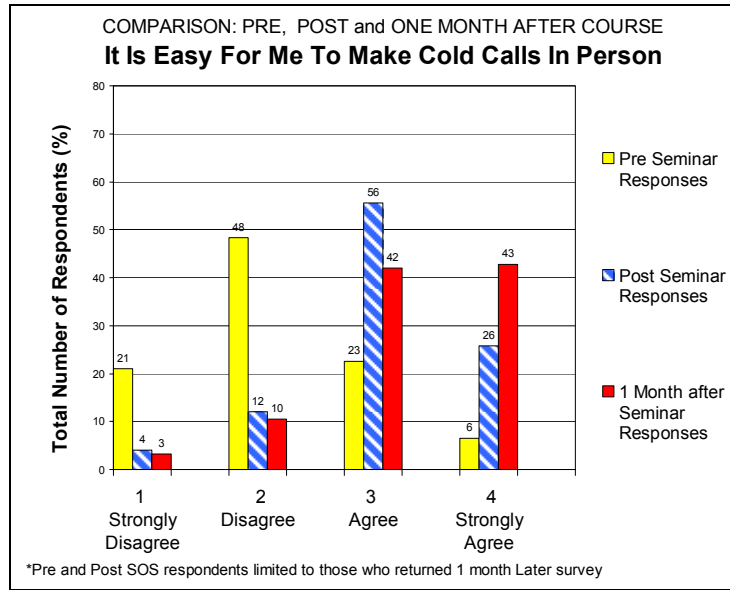


In the pre-seminar responses, 6% responded Strongly Disagree and 12% responded Strongly Agree. In the post-seminar responses, 6% responded Disagree and 44% responded Strongly Agree. One month after the seminar, 54% of respondents responded Strongly Agree.

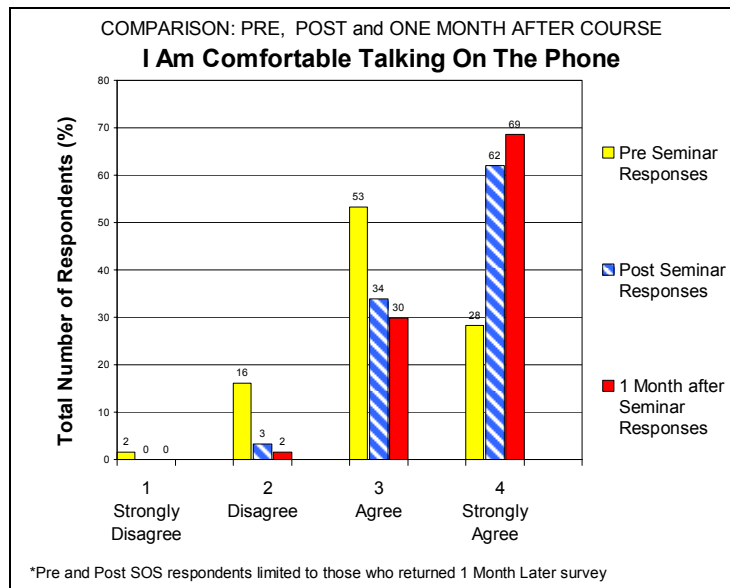


In the pre-seminar responses, 23% responded Strongly Disagree and 9% responded Strongly Agree. In the post-seminar responses, 14% responded Disagree and 27% responded Strongly Agree. One month after the seminar, 39% of respondents responded Strongly Agree.

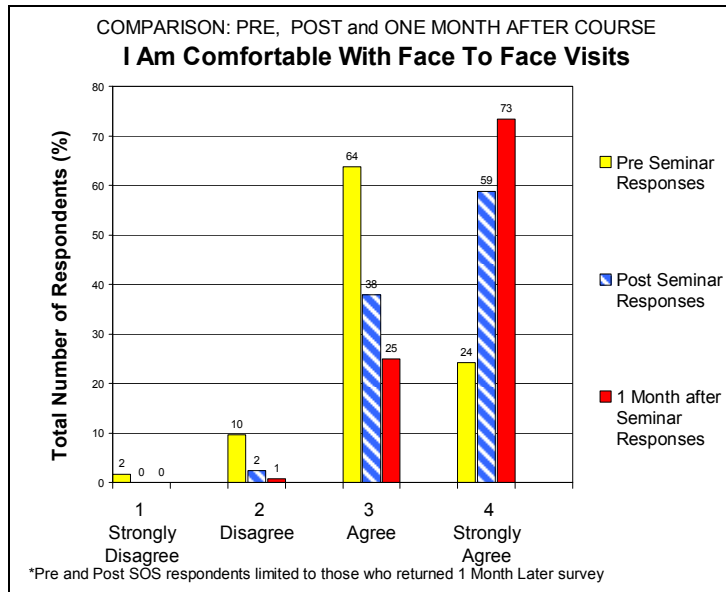
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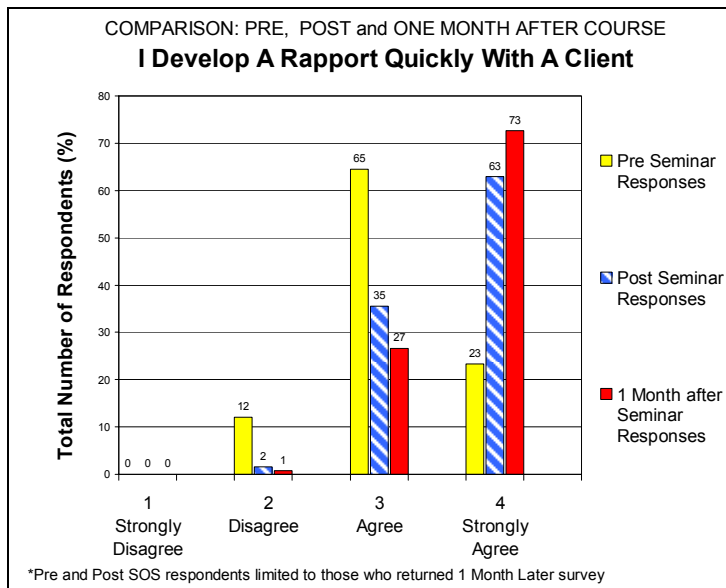
In the pre-seminar responses, 21% responded Strongly Disagree and 6% responded Strongly Agree. In the post-seminar responses, 4% responded Strongly Disagree and 26% responded Strongly Agree. One month after the seminar, 43% of respondents responded Strongly Agree.



In the pre-seminar responses, 2% responded Strongly Disagree and 28% responded Strongly Agree. In the post-seminar responses, 3% responded Disagree and 62% responded Strongly Agree. One month after the seminar, 69% of respondents responded Strongly Agree.

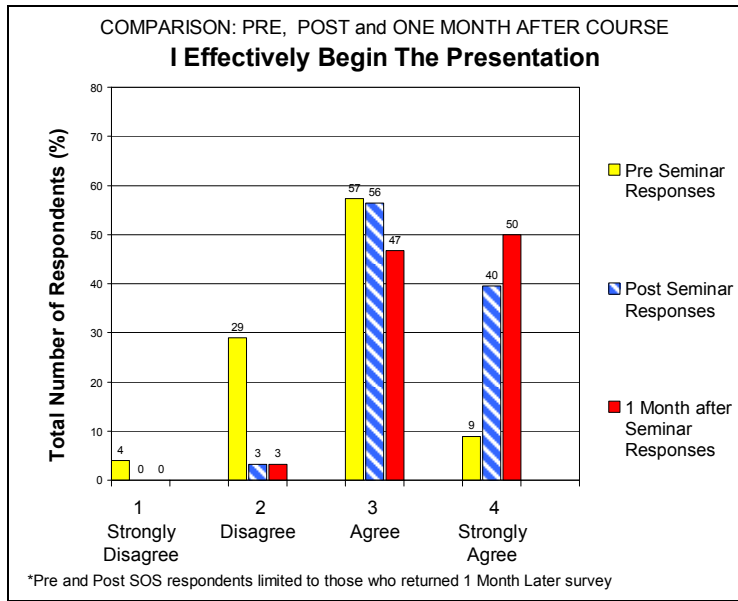


In the pre-seminar responses, 2% responded Strongly Disagree and 24% responded Strongly Agree. In the post-seminar responses, 2% responded Strongly Disagree and 59% responded Strongly Agree. One month after the seminar, 73% of respondents responded Strongly Agree.

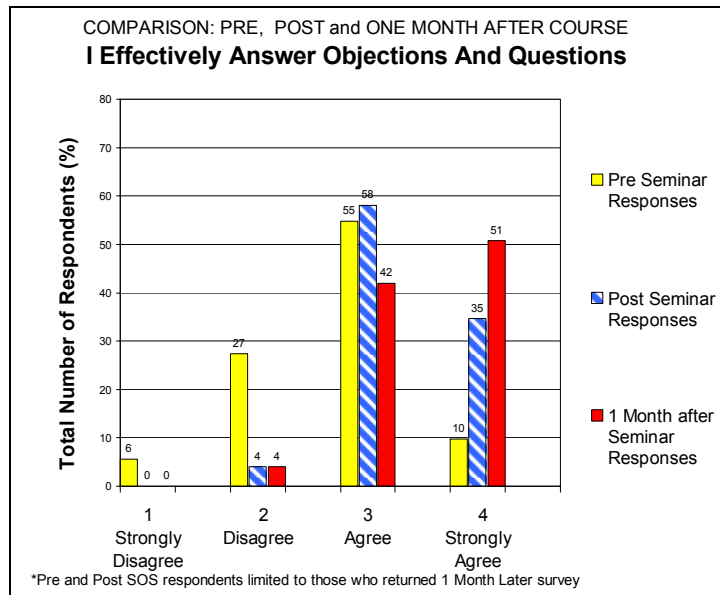


In the pre-seminar responses, 12% responded Disagree. In the post-seminar responses, 2% responded Disagree and 63% responded Strongly Agree. One month after the seminar, 73% of respondents responded Strongly Agree.

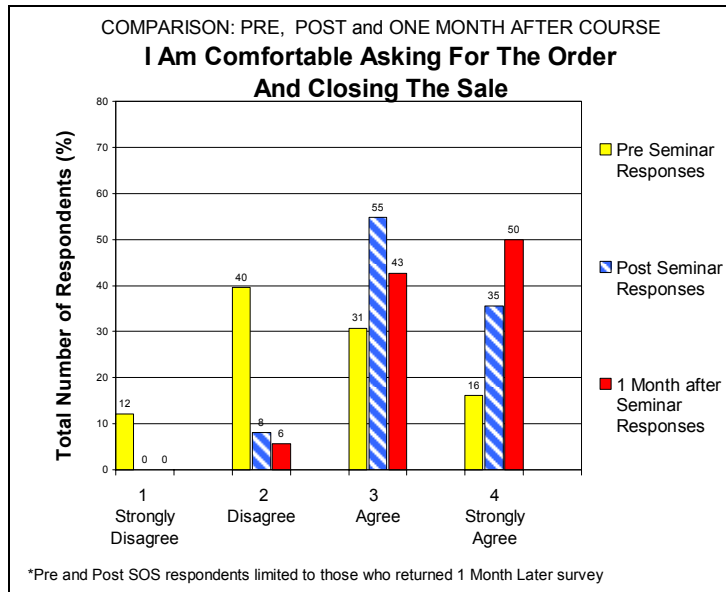
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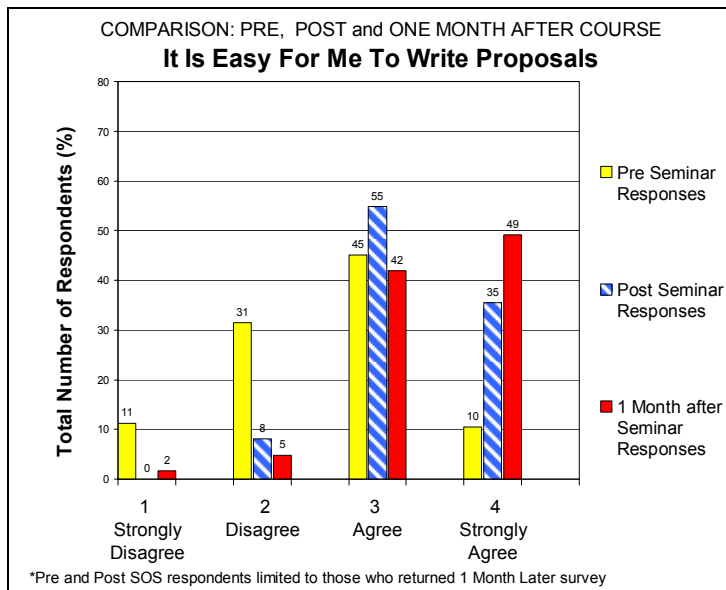
In the pre-seminar responses, 4% responded Strongly Disagree and 9% responded Strongly Agree. In the post-seminar responses, 3% responded Disagree and 40% responded Strongly Agree. One month after the seminar, 50% of respondents responded Strongly Agree.



In the pre-seminar responses, 6% responded Strongly Disagree and 10% responded Strongly Agree. In the post-seminar responses, 4% responded Disagree and 35% responded Strongly Agree. One month after the seminar, 51% of respondents responded Strongly Agree.

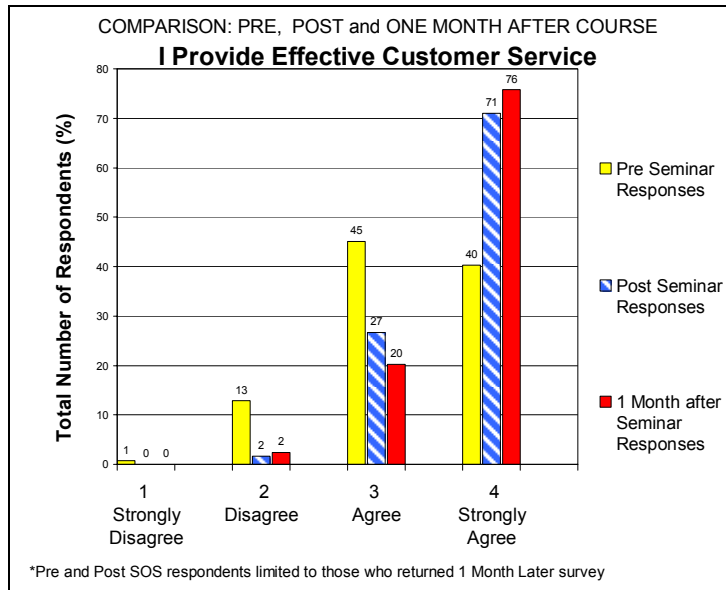


In the pre-seminar responses, 12% responded Strongly Disagree and 16% responded Strongly Agree. In the post-seminar responses, 8% responded Disagree and 35% responded Strongly Agree. One month after the seminar, 50% of respondents responded Strongly Agree.

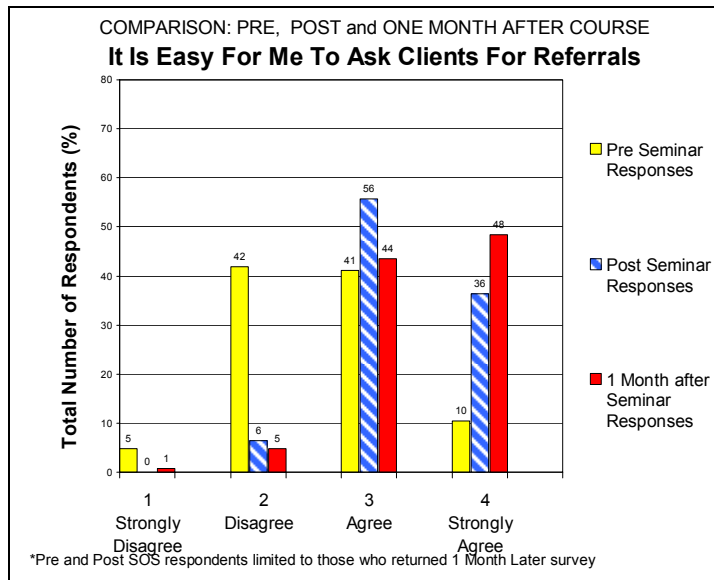


In the pre-seminar responses, 11% responded Strongly Disagree and 10% responded Strongly Agree. In the post-seminar responses, 8% responded Strongly Disagree and 35% responded Strongly Agree. One month after the seminar, 49% of respondents responded Strongly Agree.

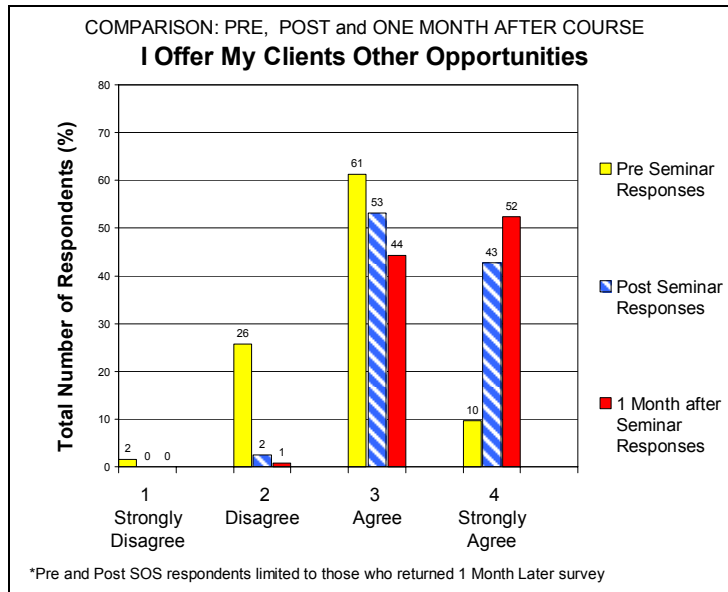
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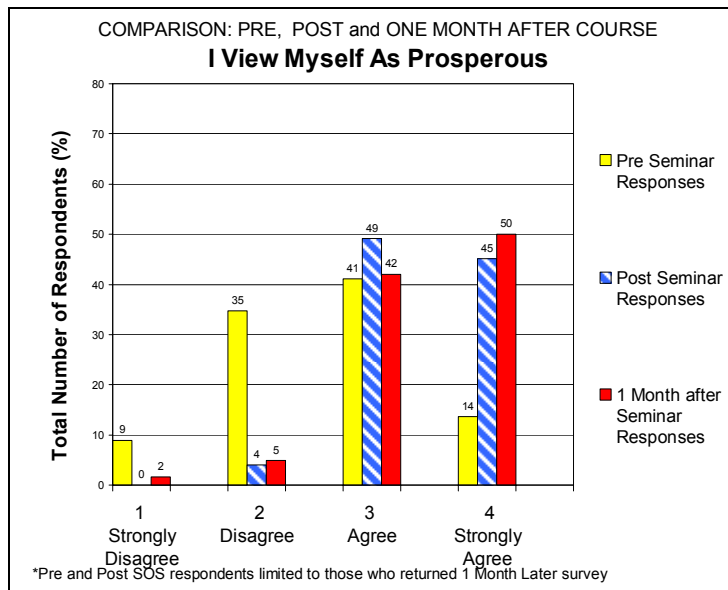
In the pre-seminar responses, 1% responded Strongly Disagree and 40% responded Strongly Agree. In the post-seminar responses, 2% responded Disagree and 71% responded Strongly Agree. One month after the seminar, 76% of respondents responded Strongly Agree.



In the pre-seminar responses, 5% responded Strongly Disagree and 10% responded Strongly Agree. In the post-seminar responses, 6% responded Disagree and 36% responded Strongly Agree. One month after the seminar, 48% of respondents responded Strongly Agree.



In the pre-seminar responses, 2% responded Strongly Disagree and 10% responded Strongly Agree. In the post-seminar responses, 2% responded Disagree and 43% responded Strongly Agree. One month after the seminar, 52% of respondents responded Strongly Agree.



In the pre-seminar responses, 9% responded Strongly Disagree and 14% responded Strongly Agree. In the post-seminar responses, 4% responded Disagree and 45% responded Strongly Agree. One month after the seminar, 50% of respondents responded Strongly Agree.