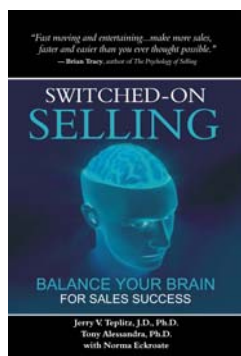


PRESS RELEASE



Switched-On Selling **Balance Your Brain for Sales Success**

Jerry Teplitz, J.D., Ph.D., Tony Alessandra, Ph.D., with Norma Eckroate

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Increasing Sales During a Recession and Slow Recovery

Despite the gloomy financial picture, A-Active Termite and Pest Control in Virginia Beach, Virginia saw its profits double in the last year. During that same year, one of the company's salespersons increased his sales by over 300 percent on the company's high-end product line and the company was also recognized as the top distributor in the country for two of the product lines it carries.

A-Active's president, Kevin Kordek, attributes this huge increase in sales to a seminar that his sales force attended. But it wasn't a traditional sales training seminar. The A-Active salespeople attended a seminar called *Switched-On Selling*, which was created by Jerry V. Teplitz, J.D., Ph.D., an expert in brain performance optimization. A book version of that seminar, entitled *Switched-On Selling: Balance Your Brain for Sales Success*, has just been released by Teplitz. The book combines Teplitz's brain rewiring approach with the innovative selling techniques of master sales trainer, Dr. Tony Alessandra.

As President of the National Pest Management Association, Kordek has an insider's view of the industry. He says, "Most pest control companies have either lost revenue or are barely staying even. My company is one of the few that has been having an extremely successful year during both the recession and recovery."

Last August, Kordek was impressed when heard Teplitz speak at his local Entrepreneurs' Association chapter and decided to put half of his sales force through the *Switched-On Selling* seminar. After a few months, Kordek was surprised that six of the eight people he had put through the program had become his top tier salespeople. When the next *Switched-On Selling* seminar was offered, Kordek immediately signed the rest of his sales force up for the course.

What makes this seminar and this book different from other sales trainings is the process of brain rewiring that Teplitz uses as an integral part of the experience. Specifically, Teplitz uses very simple body movements and exercises called Brain Gym[®] that create new neuron nets in the brain to allow a salesperson to eliminate their subconscious blocks to the selling process in minutes. Brain Gym was

created by Dr. Paul Dennison and Gail Dennison. It is used primarily in the education field to help learning disabled children become more successful in school and was adapted by Teplitz for the business arena. Teplitz's research shows that even the most successful salespeople experience increases in their sales numbers after this seminar.

Teplitz says, "My book, *Switched-On Selling: Balance Your Brain For Sales Success*, uses a research-based approach to allow you to reach your full potential as a sales person."

PRAISE BY EXPERTS

"This fast moving, entertaining book shows you how to perform at your best and make more sales, faster and easier, than you ever thought possible."

—**Brian Tracy**, Author of *The Psychology of Selling*

"Teplitz and Alessandra show us how anyone can be a top salesperson by using their proven methods in *Switched-On Selling*. With the revolutionary Brain Gym® approach to rewiring neural pathways, old limitations evaporate, and a new path toward success becomes immediately available to catapult you to superstar status."

—**Jack Canfield**, co-author of *Chicken Soup for the Soul* book series

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