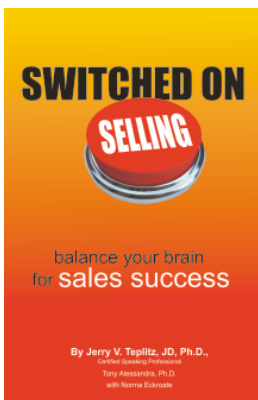




**Jerry V. Teplitz, J.D., Ph.D**

Dr. Jerry Teplitz is a professional speaker and pioneer in the area of sales development and brain integration, teaching people how to have greater business and personal success by showing them how to tap into the power of their own personal energy systems. He has given more than 1,700 presentations to more than 1 million people since 1974, including many Fortune 500 companies.

Dr. Teplitz is the author of four books and has been interviewed on more than 300 radio and television shows. He is based in Virginia Beach, VA.



*Switched-On Selling: Balance Your Brain for Sales Success* by Jerry V. Teplitz and Tony Alessandro, couples innovative sales skills

and strategies with the exciting breakthrough of brain re-wiring movements for a proven boost in sales performance to allow salespeople to reach their full potential.

# SALES PROFESSIONALS CAN HARNESS THE POWER OF THE SUBCONSCIOUS MIND TO BOOST PERFORMANCE

## **BRAIN-BASED TRAINING INCREASES SALES, EVEN IN A “DOWN” MARKET**

Dr. Jerry V. Teplitz teaches salespeople a series of easy movements and exercises that re-wire and balance the circuitry of the brain, creating new neural pathways to enhance performance. The exercises, called Brain Gym®, integrate the whole brain for optimal functioning by reprogramming any areas in which beliefs are blocking results. Consider a computer analogy: click on “delete” to release the old belief, hit “replace” to install the new belief, and then click “save” to store it.

Last summer, a Virginia CEO put half his sales force through Dr. Teplitz’s Switched-On Selling seminar. In less than three months, one salesperson increased his sales 200 percent. Six of the eight attendees became the company’s top performers. Company profits rose more

than 20 percent – even in the middle of the recession.

A company in the insurance industry put one group of their salespeople through the seminar, while a control group did not take the training. At the end of four months, the sales figures of both groups were compared with the same four-month period in the previous year. The group that attended the Switched-On Selling seminar increased premiums by 71 percent over those who didn’t take the course.

These results are typical. Sales reps who take the Switched-On Selling program say they are exceeding sales goals, developing a positive attitude, overcoming reluctance in making cold calls, closing more sales, making more money for themselves and their companies, and enjoying their jobs.

### STORY IDEAS

#### **ARE PAST NEGATIVE SELLING EXPERIENCES HOLDING YOU BACK?**

A part of the brain called the amygdala processes and remembers emotional events. It can trigger the memory of a negative experience and override the rational part of the brain. Jerry can talk about how to switch off the amygdala’s stress response and switch on the cerebrum’s ability to choose new responses for more sales.

#### **MOVE YOUR BODY TO CLOSE MORE SALES**

A series of physical movements called Brain Gym and a process called a “balance” literally reprogram subconscious beliefs. Jerry can demonstrate how to identify an old, counterproductive belief, and show in minutes how to eliminate that belief from the subconscious mind to increase sales performance.

#### **IDENTIFY FEARS AND RELUCTANCE IN SALES AND OVERCOME THEM**

With an exercise called “hookups,” Jerry can demonstrate how to immediately release fears. The exercise connects all the energy circuits in the body at the same time. It stimulates the movement of any blocked energy and balances and connects the two hemispheres of the brain. This reduces stress while raising comfort levels in new situations.

#### **HANDLE REJECTION AND ASK FOR REFERRALS**

Specific acupressure points on the forehead called “positive points” can diffuse the flight-or-fight response, release stress, and permit a more rational response to objections. Holding these points transfers the brain’s focus and response to the part of the brain known as the frontal lobe which permits a more rational response to occur.

**CONTACT JERRY TEPLITZ OR SANDRA LEE**

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