

**Ben Franklin's**

**Scientific Program  
for Prosperity and  
Self Improvement**

**Bob Oros**

# **Ben Franklin's Scientific Program for Prosperity and Self Improvement**

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Description: A more confident approach to self improvement that will take you step by step to success by mastering the attitudes and skills resulting in you being a top performing professional. All the doubts, fears and worries you ever had will disappear and will be replaced with a positive, determined approach.

Key words: Ben Franklin, attitude, become more positive, remove comfort zones, give better service, sense of urgency, more confidence, become more persistent, never give up, Franklin's 13 virtues.



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PROSPERITY AND SELF IMPROVEMENT** **1**

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## **A personal gift from Ben Franklin to YOU!**

In his autobiography Ben Franklin devoted more pages to this plan than to any other single topic; in his autobiography Franklin wrote:

**"I hope, therefore, that some of my descendants may follow the example and reap the benefit."**

## **What Ben Franklin can do for you**

Ben Franklin's Little Known Secret of Prosperity and Self Improvement will show you how to achieve a level of success and prosperity you never dreamed possible using a scientifically proven system.

Those hard to reach goals you have been working towards, those habits you have been trying to change, the self confidence you have been trying to develop as well as your desire for financial independence and peace of mind will now come together almost effortlessly!

Ben Franklin's program will give you step-by-step instructions on how to use this powerful system to work for you 24 hours a day, 7 days a week. Once everything is put in place it will send messages to your subconscious mind and you will be excited beyond words to find yourself improving every day!

In just 90 days you will begin to see amazing results. In 180 days you will feel a level of self control you always new you had but it was always just below the surface. In 270 days your life will take on a whole new meaning! And in one year your new skills and habits will be so ingrained in your subconscious mind you can put your life

on autopilot and keep on improving for the rest of your life!

## **Breaking through the clutter**

This Ben Franklin 13 week program pulls together every technique you have ever used in ONE POWERFUL PROGRAM that breaks through all the noise and clutter you are faced with in this fast paced environment we live in. Affirmations, visualization, self control, attitude, enthusiasm, plus much more. You will magically see the self imposed doubts and limitations that have held you back fall away and be replaced with a new level of self esteem and confidence that will take you to any level of success you can imagine!

In our fast paced business and personal life today it has become increasingly difficult to set aside time for self development and improving your skills.

With every spare minute taken up by reading blogs, logging on to Facebook, following people on Twitter, responding to text messages and emails and constantly talking on a cell phone, there seems to be little, if any, time left for learning new skills. Even the quiet time behind the wheel of your car is seldom available with

satellite radio and cell phone coverage in every corner of the country. Yet, most of the information is of little use.

## **Distractions have been around forever**

Over two hundred years ago Ben Franklin had the same problem. He concluded that it was not a matter of distractions as much as a matter of focus. He set out to solve the problem and created the most effective system for self improvement ever invented.

For over 200 years this powerful system has been right in front of us going unnoticed and unused. Now, for the first time ever, you will be reintroduced to this timeless system that will be like a magic key and will open the door to the life you always knew you were capable of achieving!

You are encouraged to take advantage of Franklin's system and apply it to improving the skills you select that will advance you towards the prosperity and self improvement you have been trying to achieve. You will discover how to apply Ben's formula and begin to see the kind of results most people only dream about.



## **A small investment of time**

All that's necessary is investing a few minutes a day to leverage your concentration and focus. All you have to do is send carefully crafted messages to your subconscious mind. The results will start to show up almost immediately. It's like having a laser beam focus on improving each carefully identified skill that will make your life and personality exactly the way you design it.

You now have a system to help use the power of visualization and affirmations in a way that will stir up your emotions and desire for the success and prosperity you want. You can start now to personally and meticulously design your future with surgical precision. If you have been frustrated by the lack of success from goal setting programs and visualization techniques in the past, it's because everything was presented without clarity. If you have tried affirmations and they didn't seem to have any effect, there is a reason. Ben Franklin's system will solve this problem. It works because of the powerful method used for implementation.

## **Implementation - the missing ingredient**

The failure rate between learning something new and

implementing it is estimated at somewhere around 70%. What this means is that all the self improvement you engage in, all the meetings and seminars you attend, even the things you teach your kids or employees, has a very slim chance of actually getting implemented.

The reason that most self improvement doesn't stick is because it is presented without a method of implementation. This program is just the opposite. You select the skills and attitudes you want to excel in and the implementation system will do the rest. This is a scientifically proven system created over 200 years ago that will increase your carefully selected skills faster than any other program you have ever used! As a matter of fact, you can actually incorporate some of the programs you have previously used, but had minimal success.

## **Your partner and mentor, Ben Franklin**

Despite being born into a poor family and only receiving two years of formal schooling, Ben Franklin became a successful printer, scientist, musician, author and one of the founding fathers of the United States. Ben Franklin is considered to have been one of the most persuasive and successful people in the history of the United States. A very skilled sales person, marketer, negotiator and

copywriter. Skills that every business owner, professional person, manager and marketer should have.

In the year 1723, Ben Franklin, at the age of seventeen, left Boston and arrived in Philadelphia without a penny to his name. At age 42, he retired, wealthy, the first self made millionaire in the American Colonies. Few people, before or since have ever been as successful as Benjamin Franklin. He gave credit for his many inventions and business successes to his system for self improvement he created when he was 20 years old.

### **All you need is a desire to improve**

The key to Franklin's success was his drive to constantly improve himself and accomplish his ambitions. In order to accomplish his goal, Franklin developed and committed himself to a personal improvement program based on the scientific principle of focus. When he was seventy-nine years old, Benjamin Franklin wrote more about this idea than anything else that ever happened to him in his entire life. He felt that he owed all his success and happiness to this one thing. Franklin wrote: "I hope, therefore, that some of my descendants may follow the example and reap the benefit."

Once you personally experience the seemingly effortless improvement you will understand how Benjamin Franklin became the first self-made millionaire in the American Colonies and why there is a picture of Ben Franklin on every 100 dollar bill.

With Ben Franklin's program you can immediately begin to design your future using the scientifically proven system created by one of the Founding Fathers of the United States. Ben Franklin's biggest desire was to create a system for prosperity that would benefit you personally. Why not take on Ben Franklin as your partner and mentor as the author did over 40 years ago and "reap the benefit" Ben Franklin intended for you?

## **Franklin's personal plan for success**

Franklin sought to cultivate his character by a plan of 13 virtues, which he developed at age 20 (in 1726) and continued to practice in some form for the rest of his life. His autobiography lists his 13 virtues as:

1."**Temperance**. Eat not to dullness; drink not to elevation."

2."**Silence**. Speak not but what may benefit others or yourself; avoid trifling conversation."

3."**Order**. Let all your things have their places; let each part of your business have its time."

4."**Resolution**. Resolve to perform what you ought; perform without fail what you resolve."

5."**Frugality**. Make no expense but to do good to others or yourself; i.e., waste nothing."

6."**Industry**. Lose no time; be always employ'd in something useful; cut off all unnecessary actions."

7."**Sincerity**. Use no hurtful deceit; think innocently and justly, and, if you speak, speak accordingly."

8."**Justice**. Wrong none by doing injuries, or omitting the benefits that are your duty."

9."**Moderation**. Avoid extremes; forbear resenting injuries so much as you think they deserve."

10."**Cleanliness**. Tolerate no uncleanness in body, clothes, or habitation."

11."**Tranquility**. Be not disturbed at trifles, or at accidents common or unavoidable."

12."**Chastity**. Rarely use venery but for health or offspring, never to dullness, weakness, or the injury of

your own or another's peace or reputation."

13. **"Humility.** Imitate Jesus and Socrates."

## **Focus is the key**

Franklin did not try to work on them all at once. Instead, he would work on one and only one each week "leaving all others to their ordinary chance". While Franklin did not live completely by his virtues and by his own admission, he believed the attempt made him a better person contributing greatly to his success and happiness. In his autobiography he devoted more pages to this plan than to any other single point; in his autobiography Franklin wrote, "I hope, therefore, that some of my descendants may follow the example and reap the benefit."

## **What Ben Franklin did for me**

Over 4 decades ago I stumbled across this powerful system by accident. Being young and ambitious I wanted to make something of my life. After customizing this program to help learn the skills I would need to accomplish my dreams, things started to happen. In small incremental steps I went from a nobody without any education or training to become the #1 independent

consultant in a 200 billion dollar industry. During the past 20 years I have presented my programs to over 2000 audiences worldwide for some of the largest companies in the world. I still have the original copies of my customized program that was typed on my old IBM electric typewriter written in 1972.

Looking back the biggest mistake I made was not believing in the power of this system. It took me years instead of weeks simply because I had never heard of anyone using Ben Franklin's 13 week program. Here's how this program created more opportunity than I ever thought possible.

## **How I discovered the plan**

When I first returned home after completing six years in the military I had a pretty good idea of what I wanted, or so I thought. The profession of selling really appealed to me so I applied for a job selling life insurance. I only lasted a few months before I knew I was not mentally equipped for the stress and insecurity that comes with the territory.

The experience was not wasted. My manager gave me a book on selling and in one tiny portion of the book there

was mention of Ben Franklin's system. I was intrigued so I thought I would give it a try. I carefully selected 13 skills and attitudes that I wanted to master. I typed them on a small card along with an affirmation to go along with it. I carried one card with me each week and read it at odd moments. Here's my original list:



1. Be Determined. Define what you want and go after it.
2. Smile. Give praise and appreciation.
3. Think right towards people. Use the "I like you" theory.
4. Be Enthusiastic. Do everything with energy. Do it now.
5. Be Organized. Manage time wisely. Plan. Keep records.
6. Diet and Exercise. Acquire good eating habits. Look good.
7. Give 110%. Go the extra mile. Be generous.
8. Ask Questions. Be in charge of the conversation.
9. Listen Carefully. Find out what is really being said. Be impressed.
10. Specialized Knowledge. Be an expert in my business.
11. Communications. Speak clearly. Read aloud. Speak out.
12. Be Confident. Remove all restrictions and limitations.
13. Be Persistent. Use the "It shall be done" theory.

## **It seemed to simple to work**

I struggled with this program for the next few years. I thought it was too simple to have any real effect. Sometimes I would go weeks, even months, without working on my selected skills. I kept getting sidetracked with all sorts self help books, all good, but nothing seemed to really take root. I kept coming back to my teacher and mentor, Ben Franklin.

I had to make money to support my wife and son while I was trying to go to school and ended up in a supermarket bagging groceries. The store manager watched me closely as I dealt with the customers, always smiling (it was on my list), always going the extra mile for customers (give 110% was also on my list) and he asked me if I would like to be an apprentice in the meat department. The pay was pretty good and the hours were great, but the work was extremely difficult.

Three years later I became certified by the union and was promoted to department manager at one of the busiest stores near Boston. All during these three years I was off and on with my self improvement program. As I mentioned, the biggest struggle I had was it seemed too easy to possibly have much of an affect on me. Little did

I know that Ben Franklin's system was working on me in the background. That's the beauty of this program.

I wanted to move back to Maine where my wife and I are originally from. I found a meat company that was looking for help, so I applied for the job and moved to Maine.

The company I went to work for had 25 employees (mostly in their 50s and early 60s) and was set up as a corporation with a board of directors consisting of 14 local business owners, all over the age of 65. When I took the job I didn't know the company was about to go out of business.



After a few months the stockholders asked me if I would take over and run the company. Remember, I was only 25 years old and had never seen a profit and loss statement in my life, plus, all the employees were more than twice my age.

I took over and everything started to click. It was almost as if Ben Franklin himself had his hand on my shoulder

and was saying to me "I told you so!"

## **The program started to show results**

During the next 5 years the company was growing at the rate of 100% per year. The skills I had been embedding in my subconscious mind really came to light and I seemed to be a different person than when I first started - a much better person. We decided to sell the company while it was going strong and the stockholders could get their money out.



That was a high point in my career. At 30 years old I really felt like "somebody!" My wife and I decided to sell our house, take our two kids and move to Orlando, Florida.

It's amazing how fast you can go from "somebody" to "nobody!" It was if I was dropped from an airplane into the middle of a city without knowing a single person. At that time there were 800 people a day moving to Florida, all looking for jobs in a place where they didn't much care about what you did up "North". It was the ultimate culture shock.

I landed a job in the meat department of a supermarket that was just opening. There I met the vendors who were selling to the supermarket and I worked my way into an interview where I was hired as a sales rep. I immediately did very well because of my experience along with the personality traits I developed using Ben Franklin's system. With a little stability in my life I was able to start up my 13 week cycle again to see if I could continue to improve while adapting to this new life.

Within a few months I was promoted to sales manager. That's when I found out the company was losing \$50,000 per month. The parent company gave us six months to turn it around or they would close. Once again, the heat was on and I took the challenge. We not only turned it around, but increased sales from \$250,000 per week to \$1,000,000 per week. The General Manager left to start his own company and I took over. Things were going

well, but I didn't feel this was the right opportunity for me.

By chance I was offered a sales position for a Fortune 200 company as the Central Florida Sales Rep. I jumped at the opportunity to go to work for a national company.

## **The program started getting traction**

Over the next 10 years, armed with nothing more than the 13 skills I developed by implementing the Ben Franklin system, I quickly became an Area Manager, Regional Manager and then moved to Oklahoma City to become their National Sales Manager.



This experience was priceless. I was flying all over the country meeting people at the highest level. I discovered I had a unique ability to teach people how to sell and started conducting training sessions for my own sales

people as well as the sales people of my customers. This had a very positive effect on business.

I started keeping a journal that I merged with Ben Franklin's 13 week program. I committed to writing 600 words a day for 90 days. That's when I started to build my initial sales training course. I put the information in a manual and had a real 90 day, 13 week program that would increase just about anyone's sales if they implemented the principles using Ben's system. The company was in the process of a merger and I felt it was a good time to bail out and go on my own.

The year was 1992. My wife and I both left our jobs so I could pursue my dream of becoming an independent professional speaker and sales trainer, a profession that has a 97% failure rate.

## **The program's biggest test**

After selling our house, putting our belongings in a storage facility we spent the next SEVEN YEARS traveling the country living in hotel rooms and working out of our van! TOGETHER WE DROVE 418,000 MILES, TRADED OUR VAN IN ON AN RV AND SPENT ANOTHER TWO YEARS DRIVING AN ADDITIONAL

179,000 MILES! We spent many nights in Wal-Mart parking lots, truck stops and rest areas throughout North America racing from one city to another to be on time for another seminar. We kept going, and going, never giving ONE THOUGHT TO QUITTING. I started flying in 2000 and quickly became a member of the Delta Two Million Mile Club, meaning that my travel on Delta exceeded two million miles.

### **My 2 favorite pictures...**

The first one is my wife Jane after a presentation to an audience of over 400 people at a Texas trade show where we walked out with a huge box full of cash. This is the day she started believing in what we were doing.





The second one is a younger me taken in Boise, ID, when the miles on my van rolled over to 418,000.



All my sales came from writing sales letters while driving from one seminar to another. If I couldn't write a persuasive sales letter we simply could not eat.

After presenting over two thousand seminars (my wife sitting with the audience in nearly every one of them, coaching me and taking notes about the audience reactions), and selling over 100,000 copies of my self published manual, we realized that we accomplished the impossible. Some of the largest companies in the industry were hiring me to speak to their sales and management teams. I had become the #1 independent

consultant and sales trainer in a 200 billion dollar industry. My total seminar fees and book sales exceeded three million dollars. I have trained more sales people in the foodservice industry than any other person in the history of the business. All because of discovering and implementing Ben Franklin's scientific formula for self improvement and prosperity.

## **Rolling the program into my training**

Originally I applied the 13 principles to personality development described in this book. I gradually replaced some of them to improve sales. The results have been nothing short of AMAZING. Who could argue with the first self made millionaire in the American Colonies who gives credit for all his success to the "system"?

My book 13 week program is an example of what the end result can look like using Ben Franklin's system for self improvement. Details are at the end of this book.

To show you how powerful this system is for improving your skills, here is an example of how focusing on a single skill for one week can influence an entire sales team of 90 people.

The first book (13 books total) is **ATTITUDE**. It has eight chapters that reinforce the concept:

1. **Death Valley:** You will learn what you have in common with the gold seekers during the California Gold Rush.

2. **Why so many fail:** You will discover why so many people come into selling and after a year or two they are gone?

3. **Review your success:** How to duplicate a principle used by some of the most successful companies of all time.

4. **Goal setting:** How to see all the possibilities and opportunities that are open to you.

5. **Fork in the road:** Use this powerful closing technique on yourself and see how easy it is to make the right decision.

6. **Customers aren't buying:** The problem is, customers are buying, they are just not buying from you! Let's fix it.

7. **Tough time for a new rep:** Is it a tough time for new sales people, or are they free from past mistakes and failures?

**8. Running Scared:** Your customers are under attack from your competitors - don't let it dampen your enthusiasm.

The sales team was instructed to read the book and then send an email to their manager with the change they would focus on during the week. This process was continued for a total of 13 weeks. Their increase in sales ended up being the most significant in the history of their company. Here is their actual assignment and the response from the entire sales team.

**WEEK 1 - READ BOOK #1: "ATTITUDE"**

**Name one thing you will do this week to improve your attitude in front of your customers.**

1. I will make sure to smile more and not let how I may be feeling inside, reflect my outer appearance. I'm carrying my note card today and will be constantly reminded of my goal. Improve my attitude! If I'm down or upset my appearance and attitude will never let a customer know it!
2. Have a positive attitude with a smile on my face, be prepared and have a plan and give EVERY customer the same great service and attention

they deserve. Be on the offensive (Hunter) not be satisfied (Scavenger).

3. I attribute what success I've had in sales to my efforts to maintain a positive customer service attitude, but we can always improve. I will try harder to not let the customers know how much time pressure I'm feeling; the most important customer is the one in front of you
4. Be more careful and aware of what they see when they look at me. Be more perceptive of what is happening from their perspective. Look at everything through their eyes to improve my level of success. Through this approach I will gain even more confidence.
5. I will be working on attitude management. Every selling situation will be a positive situation with no negative reactions
6. I will stop before I enter every customer's establishment and I will check my attitude. I will ask myself "how am I coming across to my customer"? Many things go on during a day that can side-rail us on attitude. I think isolating those small storms of the day and focusing on the

journey in front of me will help me deliver the “care and full attention” that each customer deserves. Being prepared for the customers of the day with the tools to mine for ‘gold’ will bring opportunity for desired results

7. Appreciate them and remind myself that I am on their time, not the other way around. Especially the middle sized accounts as they are valuable and very important. Good read.
8. I’m going prepare thoroughly for every call and go out with the attitude in my prospecting that I WILL GET THE BUSINESS!!!
9. Program my mind to react to different situations.
10. I want to know more about my customers, birthdays, anniversaries.... I want to be able to be the person that they see every week and know I will be smiling and therefore have something to look forward too.
11. I love my job, I love my job, I love my job. We’ve all had the frustrations and tell ourselves, just like in the book, why am I doing this? In the end we have a great job and we need to make sure that

is what we portray to our customers.

12. I will give them the attention and appreciation for their business.
13. Even though I already own a copy of this book and thoroughly enjoyed it and learned a lot almost two years ago I did pick up something from my first chapter reading. Probably not what your looking for but I kept going back to the part of the folks making there way west for gold. I question there persistence of repeating the same steps when disease and death hit so many. I would have been the guy sitting back and saying how can I go around this or over it in a much faster, cooler way.
14. I will remind myself that my customer or prospect may see me differently than I think I'm projecting; possibly as a salesman. I will remind myself that selling takes psychological savvy and endurance that can't be one by taking things personally. I need to focus on breaking down their defenses to get to the goal.
15. If a customer is generating negativity, I will not let this dominate my attitude but rather see it as an

opportunity.

16. Wake up saying this could be the last day of my life, so live it as it might be!
17. For me, my improved attitude is my self-talk that the competition is no better than me---that may not sound like an attitude improvement, but when I am not intimidated by some “unknown” person that I make up in my mind as some larger than life non-existent person, then it gives me to confidence to proceed confidently into the account and to do well, so that my competition is the one that fears me, instead of the other way around. Customers don’t usually intimidate me, but sometimes I think that they customers are “in love” with their current supplier, instead of focusing on how I can make them attracted to me and my company.
18. If I were to go see my customers I would make sure I had a positive attitude no matter what the reaction or approach was.
19. Managing my thoughts before each call
20. I'm going to spend more focused time on my mid-



tiered customers I at times take for granted. Re-visit their business a little more & find out what really is important to them.

21. I will not take them for granted. I will ALWAYS thank them for their business. I will know all I can know about them.
22. Sell on loyalty not price.
23. I will not only picture them naked.... but I will understand that they may be on the defensive.
24. For me it means leaving all the other crap in the car. Set aside the BS and distractions and walk in as if the world was full of good things and most of them are mine to sell. Not cocky just confident and positive with a plan.
25. Not to react negatively to a question or problem the customer might have. (Unless they deserve it)
26. I am going to be a better listener. Too many times I hear the first part of what the customer is saying and start formulating a response before I hear everything they have to say.

27. Start doing research as soon as you get thru the door. Look around, take mental notes and ALWAYS watch there body response AND there employees. And as Bob said: define what you want....know what the customer needs.
28. Start ever day with a plan to gain more business and accounts, not a general statement like I am going to get more business today in my accounts today but what are items or service I will be bring to each of my target accounts and how it benefits them in their business. Become the Hunter and don't become a scavenger taking left overs.
29. The one thing I am going to do to improve my attitude in front of my customers is to have a smile on my face when I answer the phone. Too often I answer the phone while in a rush and can in front of my customers is to have a smile on my face when I answer the phone. Too often I answer the phone while in a rush and that can make my voice instantly sound irritated. If I answer the phone with a smile on my face it will change the way I sound on the phone.
30. I am going to fill my wagon with tools. Tools of

training, mentors, and confidence, so that even when I dig a hole and find no gold, my attitude is never shaken. I will trust in my preparation, and that will earn trust from my prospects.

31. I'm going to monitor my thoughts and feelings under every selling situation. If I find that I am acting negatively to a specific situation that gives me an opportunity to sharpen my skill and focus on positively approaching and communicating with my customers and potential customers.
32. Will have a clearly defined objective for each sales call ~ making sure there's a clearly defined objective will cause a more confident attitude and build confidence with the customer they are in good hands
33. I will maintain attitude management; take on the aggressive, hunter logic and profile. Be definitive about the objective.
34. I will make sure I communicate with the customer that we appreciate their business and continue to provide them the service above and beyond our competitions level of service.

35. Manage my attitude, being thoughtful of my emotions and feelings. Not being so transparent and acknowledging the opportunity to a negative situation.
36. The one thing that I will do to improve my attitude in front of my customers going forward is: Preparedness- Understanding that there isn't anything I can't figure out by either using my resources or my own personal experiences.
37. I will not accept the excuse of being 'too new to try'... I will try regardless, until 'experience' becomes irrelevant in my train of thought.
38. I have taken some time to process the 1st chapter and I think that it had a good message of setting your eyes on a goal and making it happen, despite whatever obstacles might lay in the way. One thing that I will do going forward to improve my attitude in front of customers will be to maintain my composure and constantly monitor my thoughts and feelings. This will help me to gauge my reactions to situations and learn how I can read the situation and react most appropriately.

39. The one thing I will do to improve my attitude in front of customers going forward is to take an extra minute before every call and get my mind in a positive condition. Making sure that I am walking in with a smile and confidence, letting the customer know I appreciate their time they are allowing me to have with them.
40. Never assume I have an account “sown” up.
41. Recognize any negative thoughts and defensive walls I start to have during a face to face meeting, change it so it comes across more positive and understanding.
42. I will be confident in my presentation to the customer that we have something of value to offer them and we just need to find what it is. Sometimes our/my mindset is that they don't really need us...but if they are buying food, then they can and should be using us.
43. I will look at any obstacles as opportunities, and will monitor my understanding of the principles and psychology of selling so I may build momentum.

44. Have a better understanding of what motivates them and what makes them apprehensive along with reading the situation to determine the best time to approach them.
45. I am going to spend the next two weeks asking my customer's how I am doing for them.
46. Going to get my "cold glitter" back....
47. I am going to be calm, cool, collected and confident in front of my customers and hunt for the sell.
48. I have that one customer that bullies me. From now on, I will slow the process down. Before I go in there I am going to focus for a few minutes because I know it's coming. I will no longer react and I will serve her just like I do everyone else.
49. I consider the attitude you have in front of your customers to be critical in many aspects. For one, no one wants to buy from a sloth – you have to have energy and enthusiasm in what you are doing with the customer (even if you don't!). It reminds me of when I worked in restaurants and as managers we would tell our staff to leave our

problems at the door when you clock in – the customer does not want to hear about your problems, they want to tell you about theirs! That doesn't mean you can't relate to a customer but the time you get with them needs to be focused on them

50. In Bob Oros' book, he says Ben Franklin's program requires you be resilient and stay focused in the face of adversity. In sales (and life), things will not always go your way or go as planned – you need to take these setbacks as a part of the game and look for opportunities in them. When faced with a problem don't bail at the first roadblock, regroup and look for solutions and push forward.
  
51. I will use this as an opportunity to examine how I react to thing with my customers. Am I reacting negatively to specific situations? Am I letting my ego get in the way of things? How does the customer react to my reactions? I think the thing I often need to remind myself is that initially it's best to take the high-road, and then you can regroup/regather and go back after the information you want to get or get across in a

positive light

52. I will, going forward, be more aware of my attitude & making it a positive attitude, in front of my customers.
53. I will smile and greet them with an attitude of appreciation.
54. Every day while driving into work I think of three positive things. These three positive things relate to my day. As in, I'm providing for my family. I have a better job now that's less stressful. I get to work with restaurant owners and help them. This is one of my long-standing rituals which really helps start my day.
55. When I walk into a prospect account I am going in with a smile and attitude I am the best rep in my market out of all my competition and I work for the best company. Listen to their needs, Give them the respect that if not today but possible tomorrow they will come to that realization.
56. My main focus to improve my attitude is to smile when talking to my customers, and make sure and talk to them about business as a whole and



not just my company. All too often we tend to focus on the services we provide and we should, but customer like to tell you about their business as a whole if you ask them. How have things been, have you been busy, have any cool promo's or special events coming up. Letting them know you care about them as a whole and not just a buyer of food.

57. Was that “cold glitter’ or “gold glitter”. Well, I am reading as “gold glitter”! ...so even though this is a tough job, this is a great job! There is “gold glitter” by having me remember what a great job this is. If it was easy...everybody would be doing this. We are more “problem solvers” than sales people. I need to remember that when I have delivery issues/problems or whatever. If I think of my job as solving issues – cooks to slow, cooks to fast, doesn't work, hate flavor, don't have order on time, etc, etc. – and that my job is SOLVING PROBLEMS over anything else – this will help my attitude
58. The one thing I will do going forward to improve my attitude in front of my customers is to focus more on all of the reasons I love my career vs.

giving power to the very few things I don't like about my position.

59. I will strive to become more focused and prepared before each customer visit so that I can better anticipate needs and thus service our customer better.
60. I will uphold my attitude that I can do anything, will not accept any limitations, obstacles either from within or without. I will be quieter in order to study more thoroughly my customer's attitude and their body language. I will embody the principal that I can be all things to all people. My willingness to serve the customer will shine brightly in me.
61. I will ask more open end question, with the right mental attitude about my customer business needs. I will be better able to help solve their Business needs & Goals as we move forward in our Business building relationship.
62. The message that most resonated with me was the concept of adding 'appreciation' to my attitude. I can tend to be blunt and exacting. I really need to remind myself that I am often

asking others to do things that they may not agree with, or may cause additional work for them. By always recognizing that we are in a mutual partnership, with common and equally rewarding goals, we can expect faster and more personally rewarding results. Achieving my goals is wholly dependent on the cooperation and participation of the people I work with. I need to show appreciation in every communication I make.

63. State more appreciation for the time and space that specific person has awarded me / us at that moment.
64. One thing I will do to improve my attitude with customers is go out of my way to be upbeat. As you know I'm pretty quiet, and at times make people feel as if I'm standoffish, angry or arrogant. I will try to bring more energy to my customer and DSR interactions!
65. The antidote about traveling through Death Valley really registered with me. The power of positive thinking and positive attitude wasn't just a thought process; it could be the difference

between life and death.

66. I've always had the presumptive sales attitude, "they are going to buy it from me, I've got this" thought process. I'm going to add a new step into my sales process, before pulling the door handle to make calls I'm going to focus on the Death Valley story and give a moment's consideration to my current state of attitude before making the call. I may have to find a small wagon trinket for my key chain or something silly to help keep it front of mind but I'm definitely going to do something to help me consider the relevance of a positive approach before walking into a call.
67. In order to improve my attitude in front of customers I try to visualize myself in their position. How would I most like to be approached? In dealing with sales reps (management's customers) I only have to look back a few years to remind myself what I needed in my territory from my leadership. Attitude is everything. Stay positive.
68. Trying to help every customer that we ship is our

key to success. Not just getting groceries on a truck but honestly and enthusiastically helping our customers to be successful. Bob Oros - " If I were a your competitor I would go after your small to middle size customers that you are taking for granted " Why would we take any customer for granted? Not sure but this should be a warning to us all that this mentality could be with all our competitors. How do we combat it? Help them be more profitable on every call.

69. I won't react negatively in specific selling situations. If I feel negative I will examine why and learn from it.
70. Good read. It made me realize that sometimes my attitude towards customers/potential customers is that they don't know what they are doing and I label them potential failures from the start. I label them thinking they will never make it in this business and should have saved the money they invested in the restaurant for retirement because soon enough it will be all gone. Going forward I will change my attitude and treat all accounts the same whether or not I think they should be in the business or destined

to fail.

71. I will work to identify and understand the possible characteristics of the conversation before engaging the customer. Looking to steer the conversation so that I get from it what I intend to. I really like the idea of envisioning beforehand how you see the conversation going, identifying the positive attributes and then making it all happen.
72. I hate to read however I honestly found it impossible to put this book down.
73. For me personally I am going to maintain a positive attitude to win for my Team. We have all been working hard this year
74. To not only get Region of the quarter, but to get the real prize; Region of the year. If I can keep their focus on being positive.
75. Focused and aggressive on what we can all achieve the task will be minimized.
76. Like the settlers crossing Death Valley I will remember to always be prepared, I am a hunter not a scavenger.

77. "Give a man a fish, he will eat today, but teach a man to fish and he will eat forever." My customer base has changed our sales associates, as I have recently moved to sales management I believe I need to help my team and lead by example I can share with them my sales experiences and success so they can learn to feed themselves. I will be a happy man.

78. I talked a lot this week to my reps about feeling out their customers moods. Use small talk, and open ended questions, which could lead right into the questions about products that they need – but just haven't thought about. Use empathy and relate to their problem! It was cool to be a part of a few of those situations, and work with the reps to turn those opportunities into sales. A few customers were in foul moods. But, 10 minutes later we were turning them on to some great new ideas. Before we left, their moods were totally different. I challenged my reps to find the mood and work to make that person feel better – then turn that into a sale....

79. One of the crazy things I do is simply do a personal check in each sales associate. Normally

I touch base with each rep each week, but if I miss one, this is done the following week.

80. I am finding that the guys are answering my calls, or returning calls much more frequently. I am feeling more buy-in to what I need to say about work stuff.
81. My attitude about my goals in this role with my team and staying laser focused on getting healthcare/ school/ program-sales on the map, top of mind for our sales department, such that we are looked to as experts and leaders in the market. "Any challenges will be welcomed as opportunities".....there have been many and they have been handled.
82. My attitude in front of the customer is (humbly) already pretty good. It has been an area of focus for me personally for many years and something that I have practiced for hours and hours and hours. I could improve for sure and that would take the shape of my own learnings in this new role. I have a long way to go in term sof being an expert in my new field and that will improve my efficacy down the road without a doubt.



83. My goal is to leave whatever previously has happened or is going on in the car when I get out to see my next prospect/customer so I am not wearing my concerns in my body language.
84. I will take a breath in the car and praise them in my mind for the freedom they give me or forgive them for their trespasses on my family/free time before walking in. I know they can see when I am not impressed with their antics. I need to work on this anyway so now is perfect.
85. The one thing I will do moving forward to improve my attitude in front of customers is become better at understanding the principals of selling.
86. I will pay attention to how I'm reacting and to the negative attitudes that may surface from those reactions. I will take the opportunity to learn from them, become more aware of them and manage them better
87. Attitude in front of customers is one of my few strengths but the overriding trait I continue to grind on to do a better job of that translates to a better selling attitude and reception from a customer is, LISTENING SKILLS improvement.

88. Going forward I will make a point to find the things that make my customers successful and let them know that I appreciate their unique skills and the business they can give me as a result. Looking for the good in people is not only good for sales but good for us as salespeople as well.
89. I am going to constantly try to improve myself and learn. This will always allow me to stay focused and fresh which translate into improved sales calls and relationship building.
90. Before each call try to remind myself why I am there, to help them be successful and always remember to greet them with a smile!

## **Creating your unique program**

To create your unique, custom program, carefully select 13 skills, virtues or attitudes that you want to improve.

Next I would strongly recommend keeping 13 journals for notes, affirmations, quotes and pictures that support the specific skill you are working on to improve.

Spend one week working on each topic, then move on to the next one, setting your journal aside for that week and

then picking up the next one. Persistently working on the program is so much easier because you never get bored. It keeps you focused rather than randomly selecting new programs and never really making progress.

One of the main differences in this program is I am not trying to persuade you to "do it my way". You don't even have to like me to like the program, not that you wouldn't. It's the magic of Ben Franklin's genius going to work on you is my objective!

This book can be used as a template for your self improvement program. The topics have helped tens of thousands of people improve their life by improving their skills. They have been part of all my speeches.

## **Affirmations and visualization**

Notice how the affirmations below are worded. Affirmations work by displacement. The conscious mind can concentrate on only one thought at a time, but the subconscious mind is filled with memories gathered over the year and can work on several concepts at a time. An affirmation must be specific. The content of the affirmation must be expressed in sufficient detail for you to easily visualize it. When creating an affirmation

include whatever details are significant to you and write them down.

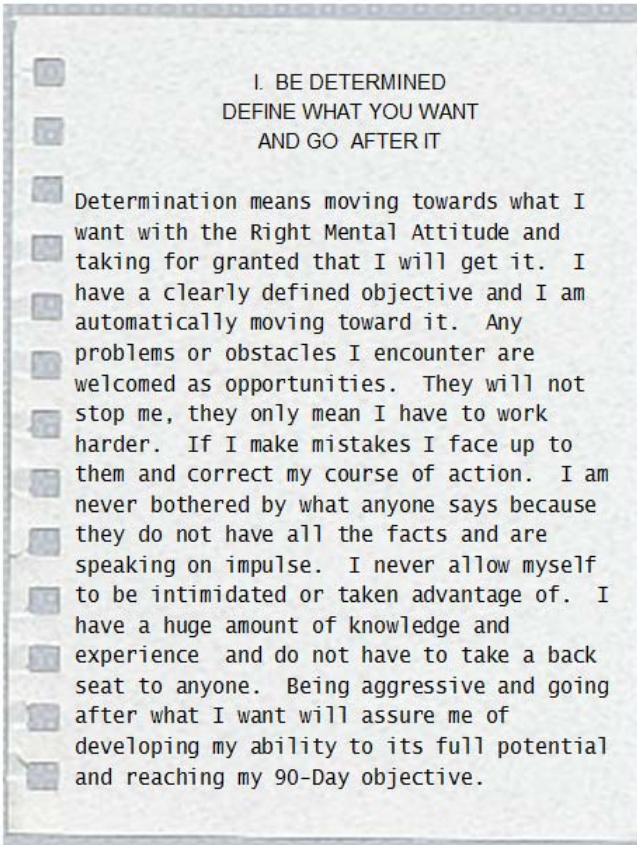
Affirmations help intensify the vividness of the mental image you hold. A companion tool to affirmations is the art of visualization. Visualization makes it possible for you not only to see yourself improving, but to recognize every step you will take. The more vivid and detailed your ideas and thoughts the quicker you will see results.

The most important thing I can tell you is to stay with it. Know that it will work even if it seems like you should be putting in more effort than what it takes to use Ben Franklin's system.

On the following pages you will find my original plan that I put together following the discovery of the program. When I first created it I had no idea of the power it held.

# 1. BE DETERMINED.

## DEFINE WHAT YOU WANT AND GO AFTER IT.



Being determined means moving towards what I want with the Right Mental Attitude and taking for granted that I will get it.

I have a clearly defined objective and I am automatically moving toward it.

Any problems or obstacles I encounter are welcomed as opportunities.

They will not stop me; they only mean I have to work harder.

If I make mistakes I face up to them and correct my course of action.

I am never bothered by what anyone says because they do not have all the facts and are speaking on impulse.

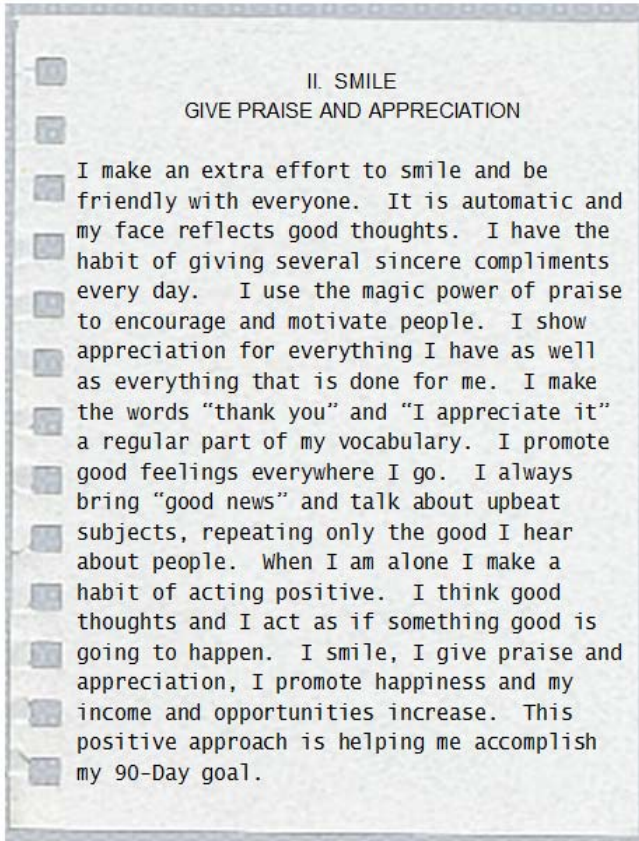
I never allow myself to be intimidated or taken advantage of.

I have a huge amount of knowledge and experience and don't have to take a back seat to anyone.

Being determined and going after what I want will assure me of developing my ability to its full potential and reaching my objectives.

## II. SMILE

### GIVE PRAISE AND APPRECIATION



I always make an extra effort to smile and be friendly with everyone.

It is automatic and my face always reflects good thoughts.

I have the habit of giving several sincere compliments every day.

I use the magic power of praise to encourage and motivate people.

I show appreciation for everything I have as well as everything that is done for me.

I make the words “thank you” and “I appreciate it” a regular part of my vocabulary.

I promote good feelings everywhere I go.

I always bring “good news” and talk about upbeat subjects, repeating only the good I hear about people.

When I am alone I make a habit of acting positive.

I think good thoughts and I act as if something good is going to happen.

I smile, I give praise and appreciation, I promote happiness.

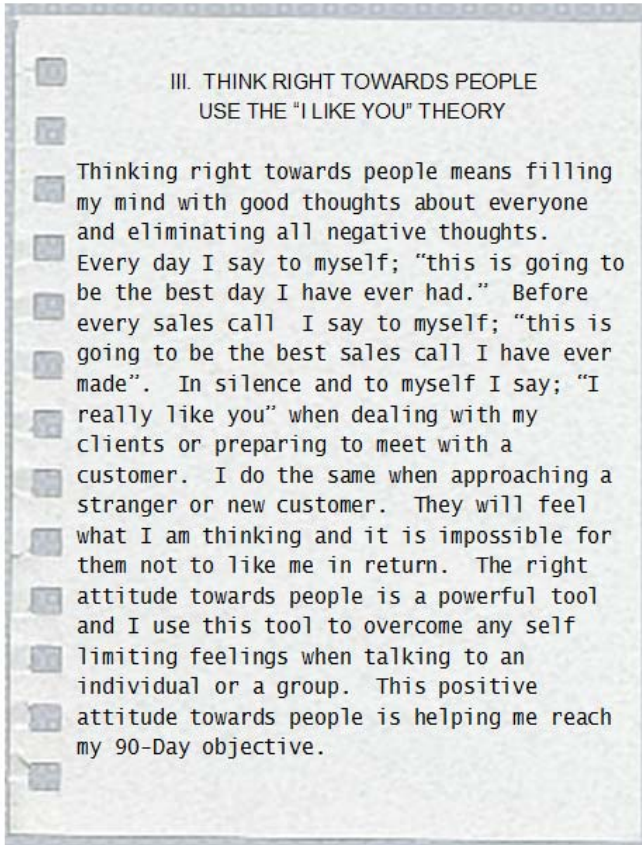
My income and opportunities are increasing.

This positive approach is helping me accomplish my goals.



### III. THINK RIGHT TOWARDS PEOPLE

#### USE THE "I LIKE YOU" THEORY



Thinking right towards people means filling my mind with good thoughts about everyone and eliminating all negative thoughts.

Every day I say to myself; "this is going to be the best

day I have ever had.”

Before every appointment I say to myself; “this is going to be the best sales presentation I have ever made”.

In silence and to myself I say; “I really like you” when dealing with my clients or preparing to meet with a customer.

I do the same when approaching a stranger or new customer.

They will feel what I am thinking and it is impossible for them not to like me in return.

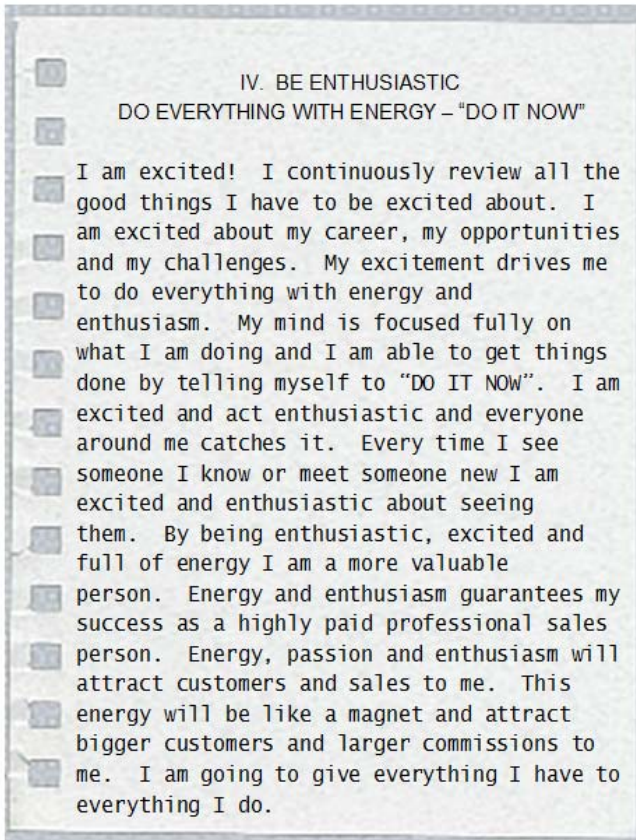
The right attitude towards people is a powerful tool and I use this tool to overcome any self limiting feelings when talking to an individual or a group.

This positive attitude towards people is helping me reach my objectives.

## IV. BE ENTHUSIASTIC

### DO EVERYTHING WITH ENERGY

#### “DO IT NOW”



I am excited!

I continuously review all the good things I have to be excited about.

I am excited about my career, my opportunities and my challenges.

My excitement drives me to do everything with energy and enthusiasm.

My mind is focused fully on what I am doing and I am able to get things done by telling myself to “DO IT NOW”.

I am excited and act enthusiastic and everyone around me catches it.

Every time I see someone I know or meet someone new I am excited and enthusiastic about seeing them.

By being enthusiastic, excited and full of energy I am a more valuable person.

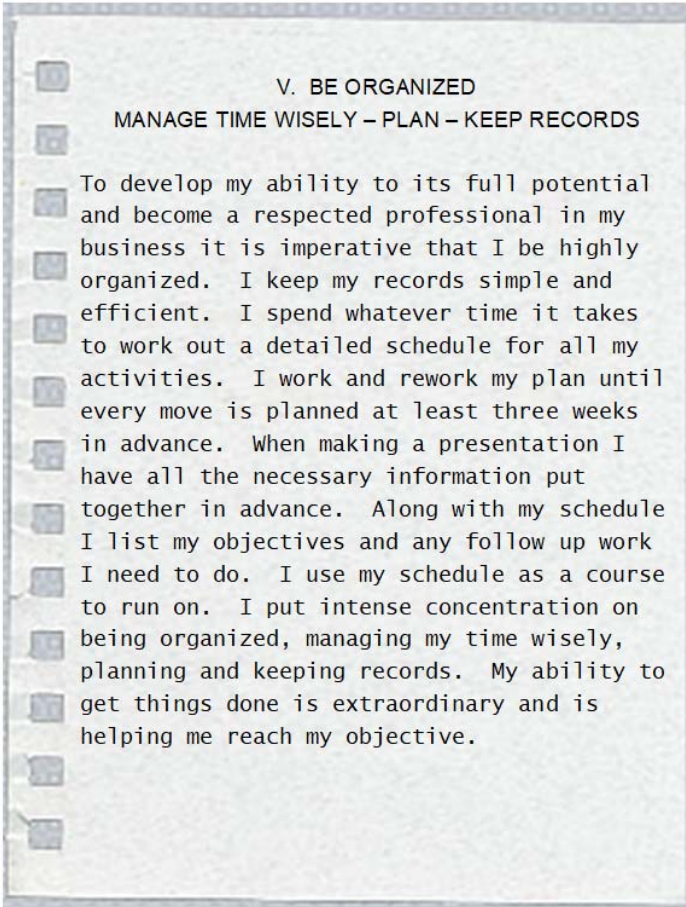
Energy and enthusiasm guarantees my success as a highly paid professional.

Energy, passion and enthusiasm will attract customers and money to me.

This energy will be like a magnet and attract bigger customers and larger commissions to me. I am going to give everything I have to everything I do.

## V. BE ORGANIZED

### MANAGE TIME WISELY - PLAN - KEEP RECORDS



To develop my ability to its full potential and become a respected professional in my business it is imperative that I be highly organized.

I keep my records simple and efficient.

I spend whatever time it takes to work out a detailed schedule for all my activities.

I work and rework my plan until every move is planned at least three weeks in advance.

When making a presentation I have all the necessary information put together in advance.

Along with my schedule I list my objectives and any follow up work I need to do.

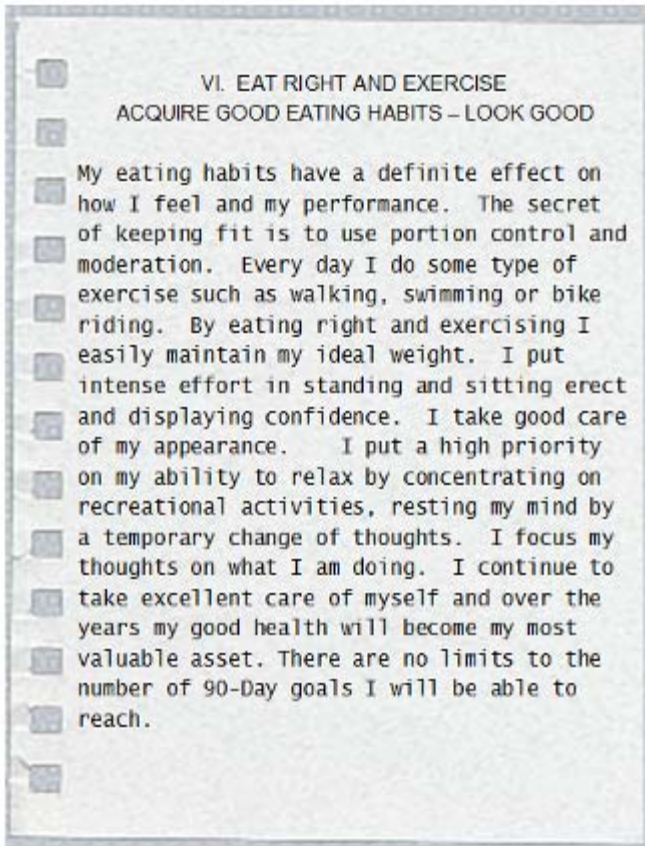
I use my schedule as a course to run on.

I put intense concentration on being organized, managing my time wisely, planning and keeping records.

My ability to get things done is extraordinary and is helping me reach my objectives.

## VI. EAT RIGHT AND EXERCISE

### ACQUIRE GOOD EATING HABITS – LOOK GOOD



My eating habits have a definite effect on how I feel and my performance.

The secret of keeping fit is to use portion control and moderation.

Every day I do some type of exercise such as walking, swimming or bike riding.

By eating right and exercising I easily maintain my ideal weight.

I put intense effort in standing and sitting erect and displaying confidence.

I take good care of my appearance.

I put a high priority on my ability to relax by concentrating on recreational activities, resting my mind by a temporary change of thoughts.

I focus my thoughts on what I am doing.

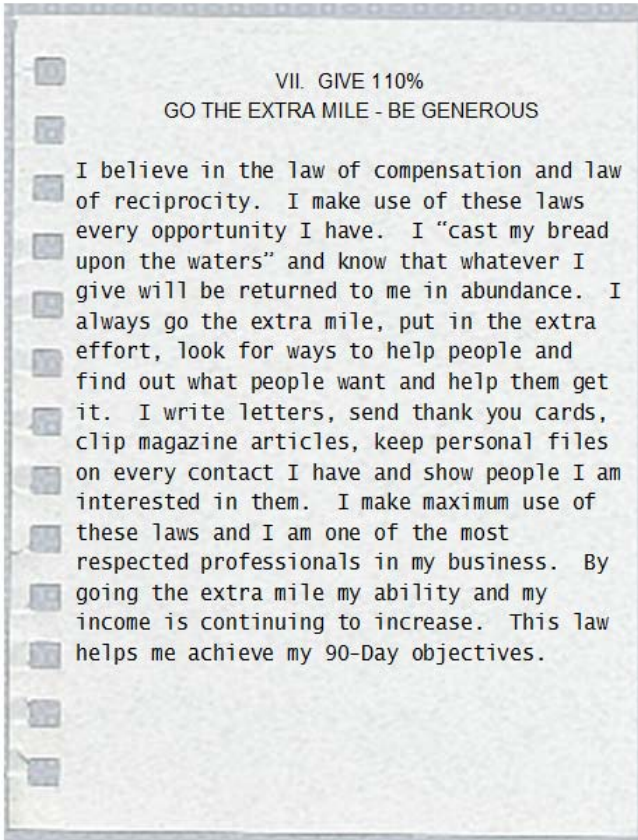
I continue to take excellent care of myself and over the years my good health will become my most valuable asset.

There are no limits to the number of 90-Day goals I will be able to reach.



## VII. GIVE 110%.

### GO THE EXTRA MILE. BE GENEROUS



I believe in the law of compensation and law of reciprocity.

I make use of these laws every opportunity I have. I “cast my bread upon the waters” and know that whatever

I give will be returned to me in abundance.

I always go the extra mile, put in the extra effort, look for ways to help people and find out what people want and help them get it.

I write letters, send thank you cards, clip magazine articles, keep personal files on every contact I have and show people I am interested in them.

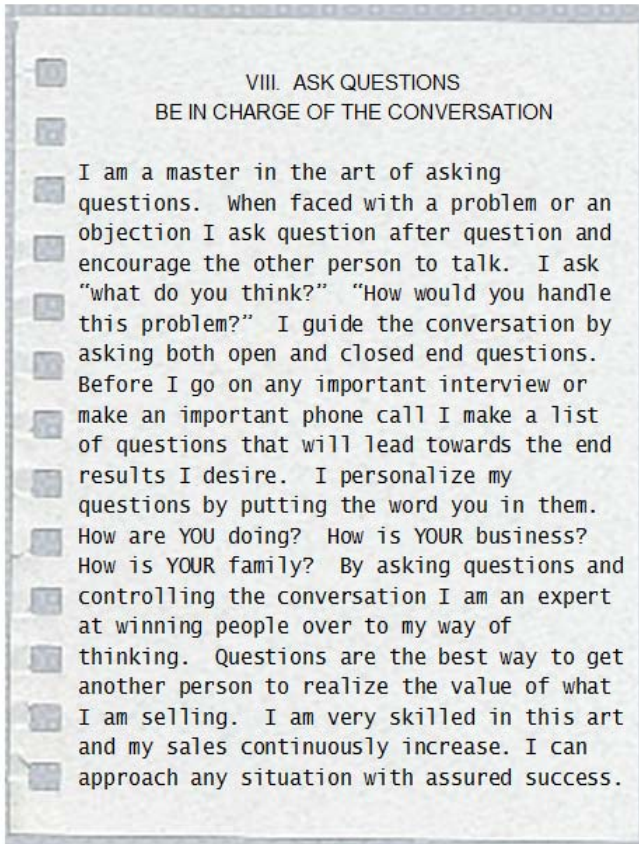
I make maximum use of these laws and I am one of the most respected professionals in my business.

By going the extra mile my ability and my income are continuing to increase.

This law guarantees me the achievement of my 90-Day objectives.

## VIII. ASK QUESTIONS

### BE IN CHARGE OF THE CONVERSATION



I am a master in the art of asking questions.

When faced with a problem or an objection I ask question after question and encourage the other person to talk. I ask "what do you think?" "How would you handle this

problem?”

I guide the conversation by asking both open and closed end questions.

Before I go on any important interview or make an important phone call I make a list of questions that will lead towards the end results I desire.

I personalize my questions by putting the word you in them.

How are YOU doing? How is YOUR business? How is YOUR family?

By asking questions and controlling the conversation I am an expert at winning people over to my way of thinking.

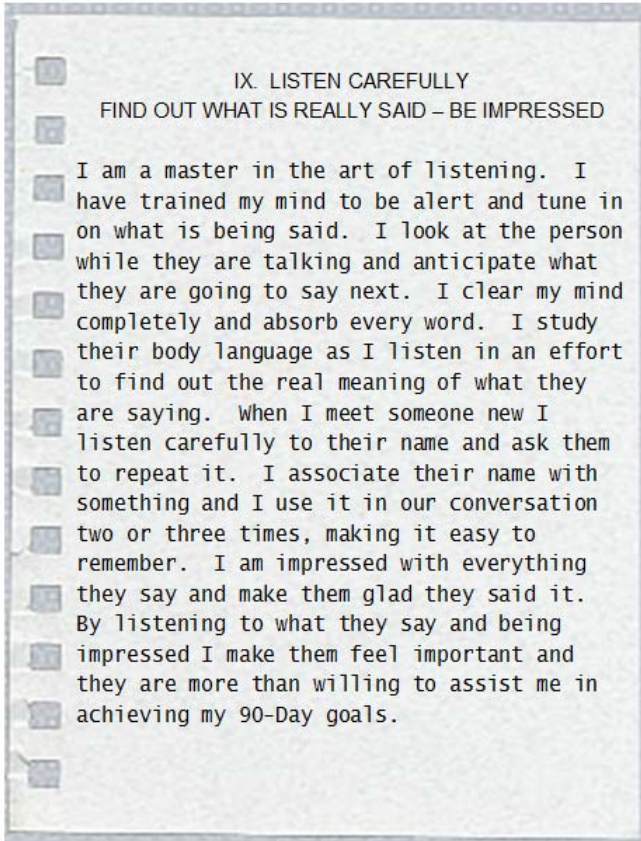
Questions are the best way to get another person to realize the value of what I am selling.

I am very skilled in this art and my sales continuously increase.

I can approach any sales situation with assured success.

## IX. LISTEN CAREFULLY

### FIND OUT WHAT IS REALLY SAID – BE IMPRESSED



I am a master in the art of listening.

I have trained my mind to be alert and tune in on what is being said.

I look at the person while they are talking and anticipate

what they are going to say next.

I clear my mind completely and absorb every word.

I study their body language as I listen in an effort to find out the real meaning of what they are saying.

When I meet someone new I listen carefully to their name and ask them to repeat it.

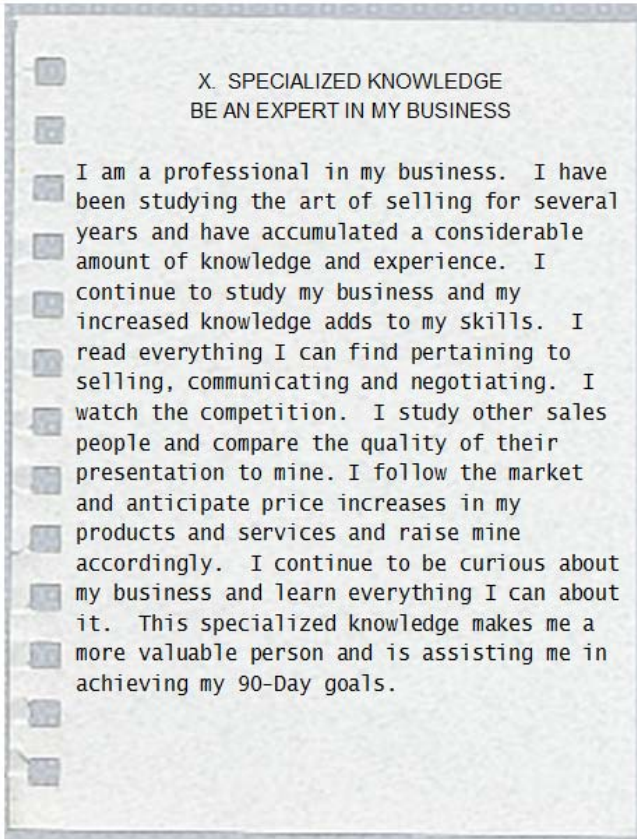
I associate their name with something and I use it in our conversation two or three times, making it easy to remember.

I am impressed with everything they say and make them glad they said it.

By listening to what they say and being impressed I make them feel important and they are more than willing to assist me in achieving my goals.

## X. SPECIALIZED KNOWLEDGE

### BE AN EXPERT IN MY BUSINESS



I am a professional in my business.

I have been studying my profession for several years and have accumulated a considerable amount of knowledge and experience.

I continue to study my business and my increased knowledge adds to my skills.

I read everything I can find pertaining to my profession.

I study the competition to see what I might learn.

I study other professionals and compare the quality of their work to mine.

I follow the market and anticipate price increases in my products and services and raise mine accordingly.

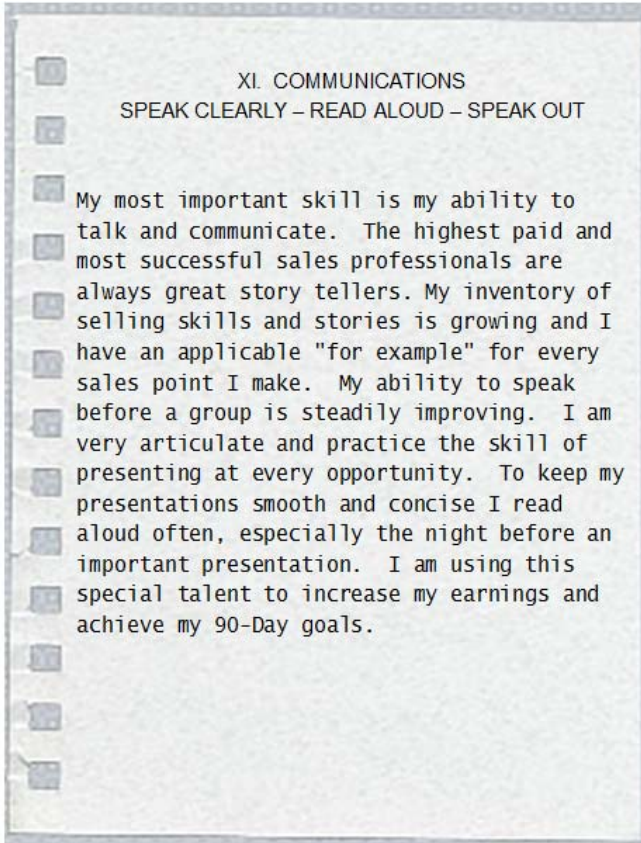
I continue to be curious about my business and learn everything I can about it.

This specialized knowledge makes me a more valuable person and is assisting me in achieving my goals.



# XI. COMMUNICATIONS

## SPEAK CLEARLY – READ ALOUD SPEAK OUT



My most important skill is my ability to talk and communicate.

The highest paid and most successful sales professionals are always great story tellers.

My inventory of stories and testimonies is growing and I have an applicable "for example" for every point I make.

My ability to speak before a group is steadily improving.

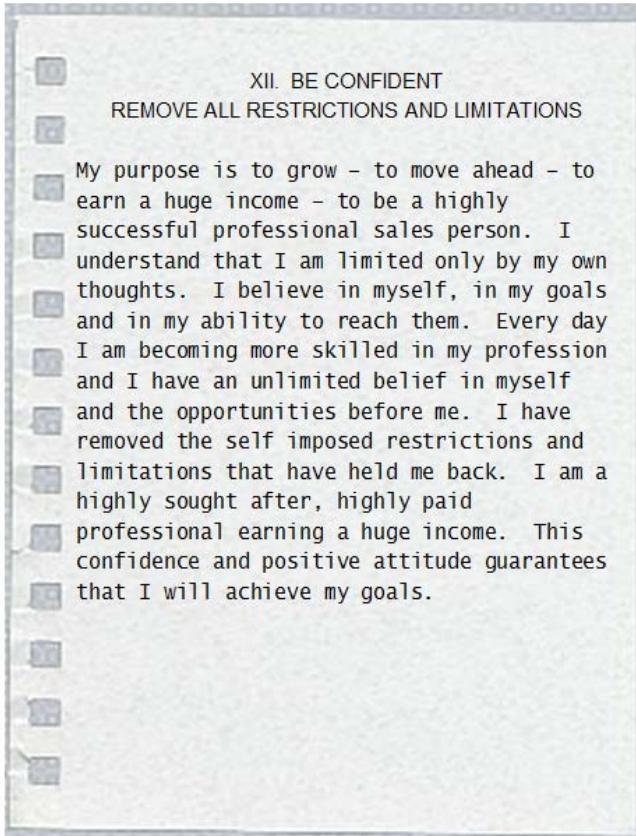
I am very articulate and practice the skill of presenting at every opportunity.

To keep my presentations smooth and concise I read aloud often, especially the night before an important presentation.

I am using this special talent to increase my earnings and achieve my 90-Day goals.

## XII. BE CONFIDENT

### REMOVE ALL RESTRICTIONS AND LIMITATIONS



My purpose is to grow – to move ahead – to earn a huge income – to be a highly successful professional.

I understand that I am limited only by my own thoughts.

I believe in myself, in my goals and in my ability to reach

them.

Every day I am becoming more skilled in my profession and I have an unlimited belief in myself and the opportunities before me.

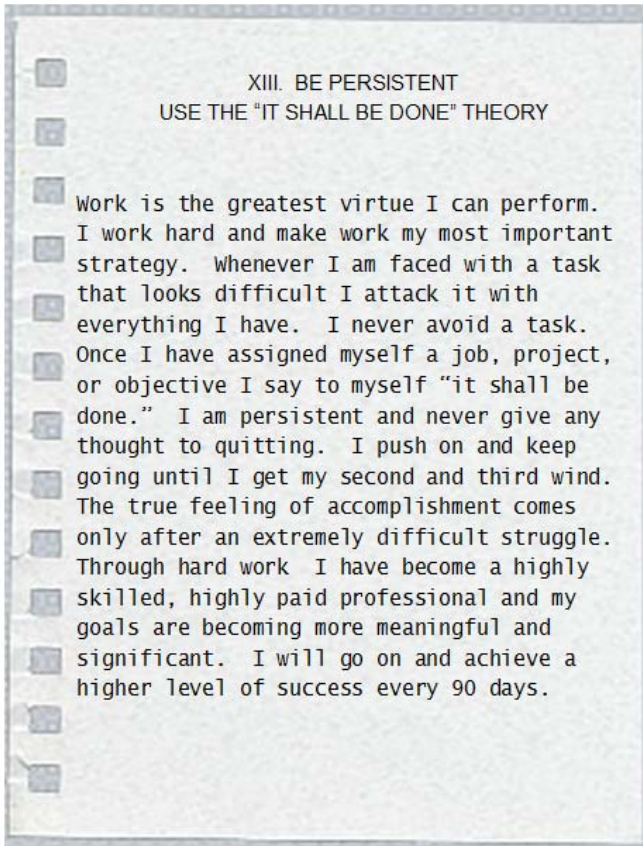
I have removed the self imposed restrictions and limitations that have held me back.

I am a highly sought after, highly paid professional earning a huge income.

This confidence and positive attitude helps me achieve my goals.

## XIII. BE PERSISTENT

### USE THE "IT SHALL BE DONE" THEORY



Work is the greatest virtue I can perform.

I work hard and make work my most important strategy.

Whenever I am faced with a task that looks difficult I attack it with everything I have.

I never avoid a task.

Once I have assigned myself a job, project, or objective I say to myself "it shall be done."

I am persistent and never give any thought to quitting.

I push on and keep going until I get my second and third wind.

The true feeling of accomplishment comes only after an extremely difficult struggle.

Through hard work I have become a highly skilled, highly paid professional and my goals are becoming more meaningful and significant.

I will go on and achieve a higher level of success.

## **SPEED UP THE PROCESS**

### **HOW TO SPEED UP THE PROCESS AND GET INSTANT RESULTS.**

If you want to get the maximum results in the shortest period of time from the program read through all 13 of your topics and affirmations every morning and again every evening.

Next, place the one for the week on top and set a specific **activity** goal or goals that will reinforce the skill or attitude you are trying to improve.

If you want to take it even further, keep a journal for each of the 13 topics.

## Franklin's program applied to sales

<b>Ben Franklin's</b> Scientific Program for Prosperity and Self Improvement Bob Oros	<b>ATTITUDE</b> Define What You Want and Go After It Bob Oros	<b>RESPECT</b> Earn Respect By Being an Expert Bob Oros	<b>SERVICE</b> Help Customers Build Their Business Bob Oros	<b>URGENCY</b> Be Enthusiastic Get Things Done Now Bob Oros	<b>CONFIDENCE</b> Remove Restrictions and Limitations Bob Oros	<b>PERSISTENCE</b> Keep Going and Never Give Up Bob Oros
<b>PLANNING</b> To Get Big Results Set Big Goals Bob Oros	<b>QUESTIONS</b> Ask Questions That Make the Sale Bob Oros	<b>ATTENTION</b> Make Irresistible Compelling Offers Bob Oros	<b>PRESENTING</b> Give Reasons Why They Should Buy Bob Oros	<b>OBJECTIONS</b> Remove Every Roadblock to the Sale Bob Oros	<b>CLOSING</b> Ask For The Order and Get Paid Bob Oros	<b>FOLLOW UP</b> Remove All Hope for Competitors Bob Oros

Over 70% of the training you or your staff invest in is never implemented.

*"Nearly 70% of training aimed at achieving business change does not fully meet their objectives."*

### **IBM**

*"The brutal fact is that 70% of all change initiatives fail."*

### **Harvard Business Review**

This program addresses the problem head on. It takes advantage of Benjamin Franklin's little known scientifically proven system and applies it to improving the skills of your sales team. Ben Franklin created the most effective system for self improvement ever invented. This system is responsible for making him the first self made millionaire in the American Colonies and



one of the Founding Fathers of the United States. Ben Franklin wrote more about this system for learning in his autobiography than any other topic and credits all his success to this method for self improvement.

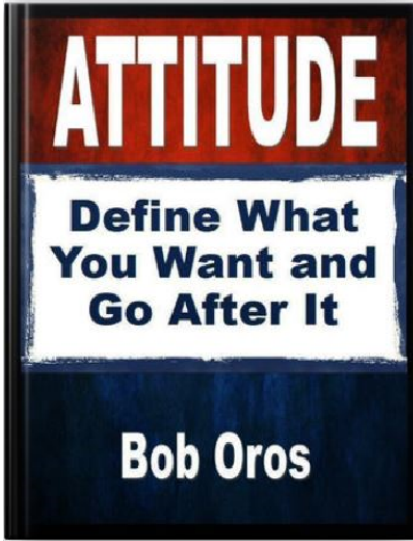
**Here's how it works.** By focusing on one skill per week and improving it just 4%, you will have an overall improvement of 52% in 13 weeks. Those are results most people only dream about.

The course is based on a 13 week cycle. If you are doing it as a team, a new sales person can enter the course at any one of the modules. They can continue until they have internalized and practiced each principle. There is no "start" or "finish" because improving selling skills is an ongoing process, not just a one time event.

**John D. Rockefeller Sr.** once said: *"The ability to persuade people is as purchasable a commodity as sugar or coffee and I will pay more for that ability than for any other under the sun."*

## **Week 1 Attitude...**

**Define what you want and go after it.**



Being aggressive means moving towards what you want with the Right Mental Attitude and taking for granted that you will get it. You will have a clearly defined objective and you will be automatically moving toward it. Any problems or obstacles you encounter will be welcomed as opportunities.

### **Contents of ATTITUDE**

1. **Death Valley:** You will learn what you have in common with the gold seekers during the California Gold Rush.

2. **Why so many fail:** You will discover why so many people come into selling and after a year or two they are gone?

3. **Review your success:** How to duplicate a principle used by some of the most successful companies of all time.

4. **Goal setting:** How to see all the possibilities and opportunities that are open to you.

5. **Fork in the road:** Use this powerful closing technique on yourself and see how easy it is to make the right decision.

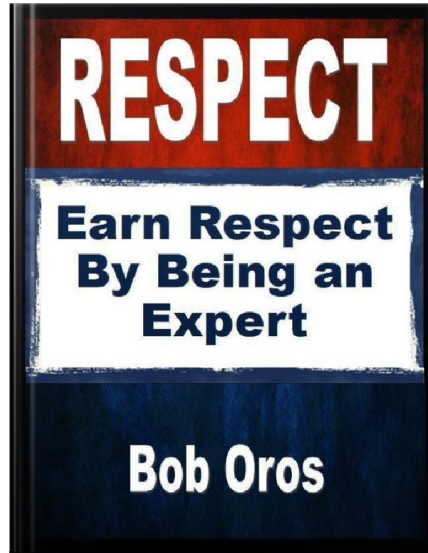
6. **Customers aren't buying:** The problem is, customers are buying, they are just not buying from you! Let's fix it.

7. **Tough time for a new rep:** Is it a tough time for new sales people, or are they free from past mistakes and failures?

8. **Running Scared:** Your customers are under attack from your competitors - don't let it dampen your enthusiasm.

## **Week 2 Respect... Earn**

**respect by being an expert**



You will learn how to earn the respect and trust of your customers by being an expert in your business. You will discover how to always be on the lookout for new ideas; new information and new products that will help your customers grow their business.

Contents of RESPECT

1. **One good reason:** You will learn the most important key that makes customers lean forward and ask for more.
2. **Product knowledge is important:** You will discover

what buyers base their decision on when choosing a sales person.

3. **Points of difference:** You will learn the one crystal clear definition of what your job as really is.

4. **I need business NOW:** Trying to skip the most important ingredient in sales is a huge mistake many sales people make.

5. **Guarantee your success:** Learn and apply this selling concept and your future in sales will be guaranteed.

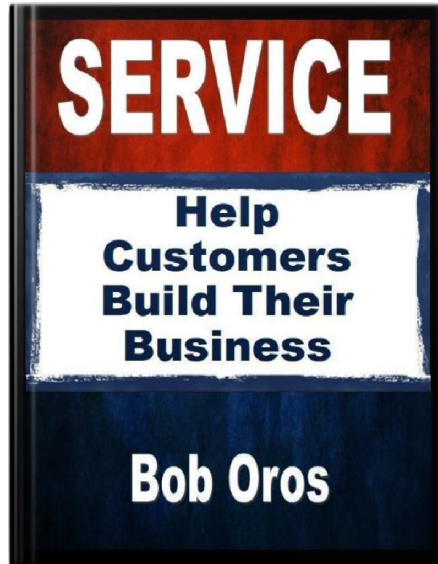
6. **Sell loyalty not price:** When you sell on price, customers are loyal to the price. Learn to make them loyal to you.

7. **No 2 products are the same:** When everything looks the same on the surface, how do you make your product different?

8. **The power of knowing:** The value of your experience. It is impossible to describe a place you have never been.

## **Week 3 Service...**

**Help customers build their business**



The improved selling skills of your team will result in more sales, more profits, new customers, better contracts and a level of confidence they never thought possible. If they are not excited about their opportunities and challenges, they are not focused on helping their customers.

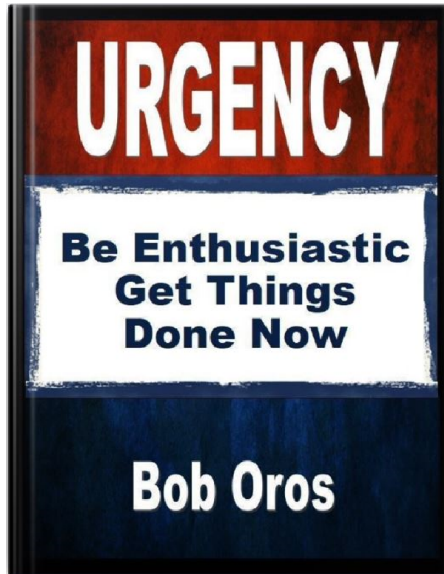
Contents of SERVICE

1. **Key to selling anybody:** You will KNOW with absolute certainty that you can sell anybody

2. **Building relationships:** You will learn what to do or say to make a prospect treat you favorably.
3. **Why they are out of business:** Straight from the president gives the reason they shut down and why he was wrong.
4. **Your customers are smart:** Use this statement if you want your customer's trust to go through the roof.
5. **A Faster Horse:** How Henry Ford could see beyond the obvious, look into the future and see a bigger picture.
6. **Make more calls:** A lesson from a marketing test that will show you the value of making enough calls.
7. **Make the connection:** If everyone did this it would have a positive effect on the entire economy.
8. **What goes around:** The hardest thing for a person to do is face a customer and give them some news they may not want to hear.

## Week 4 Urgency...

**Be enthusiastic get things done**



You will learn how to have a sense of urgency that is as fast as a bolt of lightning. When you receive an emergency call from a customer you will discover how to immediately respond with massive action and a whatever-it-takes approach to solve the problem.

Contents of URGENCY

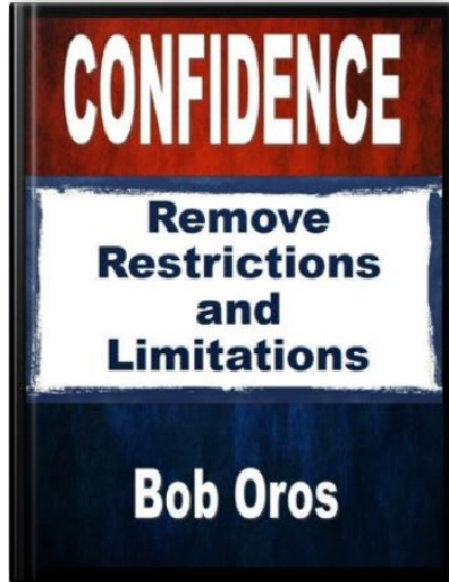
1. **UPOD:** You will learn how to put this powerful technique to work and make a positive impression on your customers.



2. **Get jacked up:** Enthusiasm is contagious and how to infect everyone with a good dose of excitement.
3. **It boils down to this:** The one thing that makes a sales person successful, or one that just gets by.
4. **Is it this simple:** A study conducted on the failure of sales people discovered an amazing fact.
5. **ATNA:** You will learn about how this negative approach gives you advantage over your competitors.
6. **Spectator or doer:** There are two types of people in the world. Here's how to choose which one to be.
7. **Why motivation programs fail:** You will understand what it really takes to stay motivated by doing it yourself.
8. **Responsibility with a time limit:** You will discover why sales has an expected results with a time limit.
9. **Street smart:** A definition you can put in a frame and hang it on the wall of your office.

## Week 5 Confidence...

### Remove restrictions and limitations



Your confidence will skyrocket when you learn how to remove the self imposed restrictions and limitations that hold people back. Your goal is to become a highly skilled professional. You will discover how to make a total commitment and it will be reflected in every action you take.

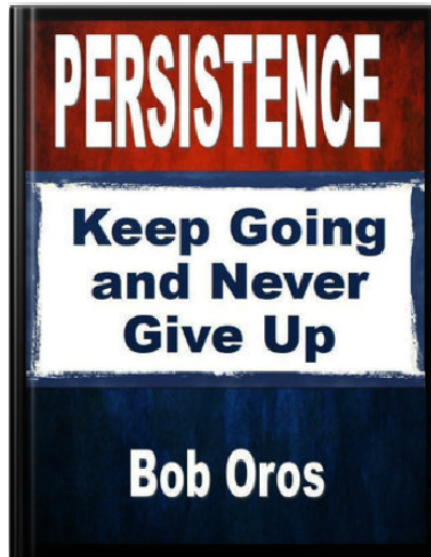
#### Contents of CONFIDENCE

1. **Salty dog syndrome:** Don't let one negative comment about your product spoil your business.

2. **Your ONE BIG THING:** Learn how to stay on course and win the total confidence of your customers.
3. **The biggest loser:** The difference between the science of selling and the art of selling.
4. **How to handle rejection:** Learn how to handle the biggest problem many sales people face.
5. **A confident sales team:** The reason many sales teams see themselves as winners vs. losers.
6. **Set the stage:** How to set the stage so you will be in control during every sales presentation.
7. **Which statements are true:** Five misconceptions that make it difficult to succeed in a sales career.

## Week 6 Persistence...

Keep going and never give up



Your persistence will come from being committed to your goals and your willingness to keep going when everyone else would give up. You will learn how to face an impossible task and not let it stop you, but rather it will bring out the best in you.

Contents of PERSISTENCE

1. **Secret spice of success:** You will learn the secret of persistence from one of the most famous people of our time.

2. **Too much imagination:** You will see why one of the biggest roadblocks to both success and failure is imagination.

3. **How to deal with complacency:** How to take responsibility and be excited about your challenges and opportunities.

4. **Keeping sharp:** A lesson from one of the most unused items in your kitchen.

5. **Take this job:** What to do when you feel like saying "Take this job and..."

6. **Believing is seeing:** How to keep your family and your sales manager believing in you.

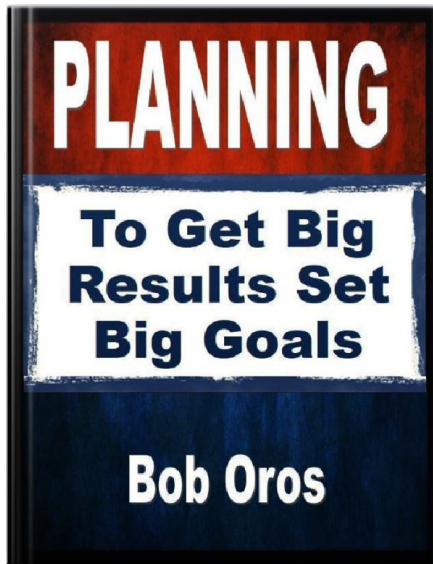
7. **Superstitions:** Don't let superstitions hold you back.

8. **Worry your way to success:** What are you really worried about?

9. **Nothing stays the same:** How to embrace change and put it to work for you.

## Week 7 Planning...

Get big results by making it an action plan



You will become a perfect example of a well organized sales professional. Every detail of every sales call will be planned out well in advance. At any given moment during the day you will be able to look at your schedule and be right on track.

Contents of PLANNING

1. **The importance of planning:** Today you have to sell with "Surgical Precision".
2. **Remove the "uncertainty":** How to "spread the risk"

by making a sufficient number of presentations.

**3. How many customers do you need?:** How marketing strategies can be used to help build your business.

**4. Write your orders in advance:** Know what you want, take action and expect to get it.

**5. Planning your day or week:** How much time does a successful sales person invest in planning?

**6. What is the one tool all top sales people use?:** *An airplane is off course 97% of the time!*

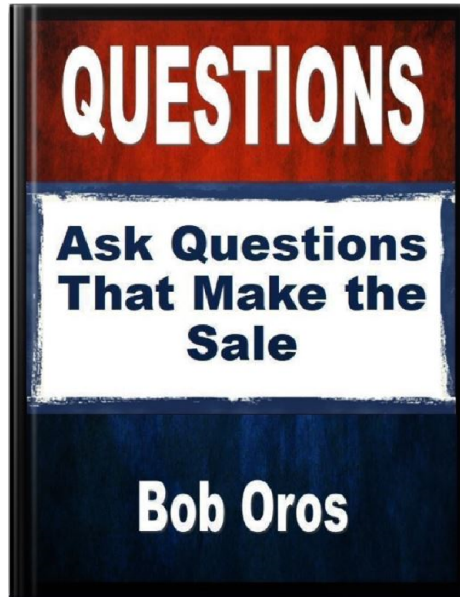
**7. What's the point?:** What should you do to keep your business growing?

**8. Your built in GPS:** How to program your own mental GPS.

**9. Sales clerk or sales professional:** *The 2 types of selling.*

## Week 8 Questions...

Ask questions that make the sale



You will become an expert at not only asking well thought out questions but you will carefully listen to everything your customer says. You will learn to rehearse the questions that get the results you are aiming for, which is building a relationship and becoming an important part of your customer's business.

Contents of QUESTIONS

1. **What are the biggest complaints?:** Why you should start off by asking a few questions.



2. **Customers have long memories:** What to ask early in the sales call.

3. **What is a History Question?:** The most powerful question you can possibly ask.

4. **Did I catch you at a bad time?:** *Is this a good question to ask?*

5. **Ask why:** Is playing dumb a good technique?

6. **Seven word phrase:** These 7 words will make and save you thousands.

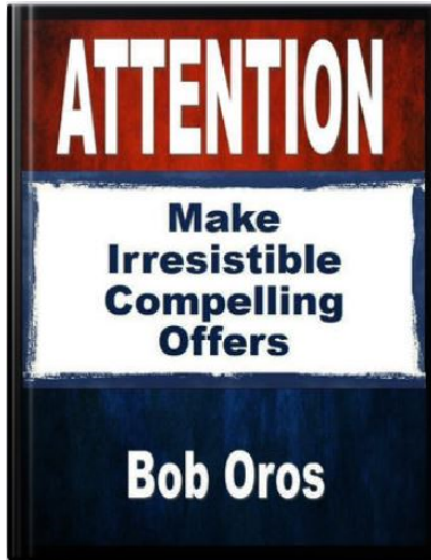
7. **What are the two types of selling:** Using the wrong approach will cost you the sale.

8. **Opening new accounts:** The biggest mistake many sales people make.

9. **Turn off the cell phone:** 31 complaints customers made about their sales person.

## Week 9 Attention...

Get attention with an irresistible offer



Every time you visit a customer you will know what to bring that will really help their business. It could be a very special price on an item, a piece of industry news, an idea that will help their business, or perhaps something personal. You will learn how to make them look forward to your visit.

Contents of ATTENTION

1. **Set the Stage:** What should you do to set the stage?
2. **Gone in 60 seconds:** Why most customers lose

interest.

3. **The first minute:** This is the most important part of the sale.

4. **Making a cold call:** How to remove all hesitation?

5. **Are you interrupting your customer?:** *Keep this in mind.*

6. I was in the neighborhood: *Is this a good opening?*

7. **The first 60 seconds:** How to make them work for you?

8. **Resisting new ideas:** How to overcome resistance?

9. **POS material:** How to use it properly.

10. **Using samples:** Why most people don't use them properly?

11. **A small gift:** What are the benefits of giving a gift?

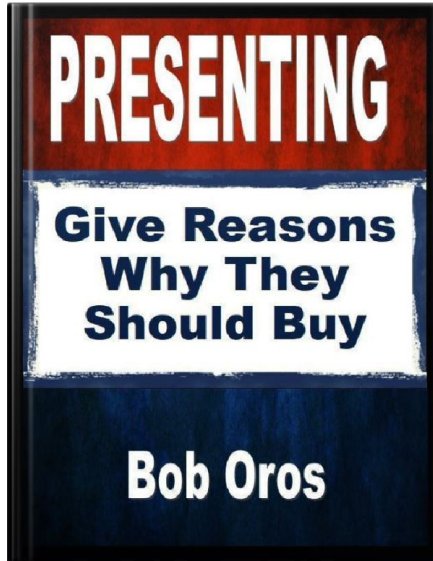
12. **Industry news:** How to make use of news.

13. **Your mental picture:** What effect does this have?

14. **Create demand:** Is it possible to create demand?

## **Week 10 Presenting...**

**Give reasons why they should buy**



Your sales calls will be so much more than just a visit to get an order. You will learn to spend time carefully reviewing the customer's business and meticulously matching your products to their problems. You will give them a well thought out list of "reasons why" you are the best the solution to their problem.

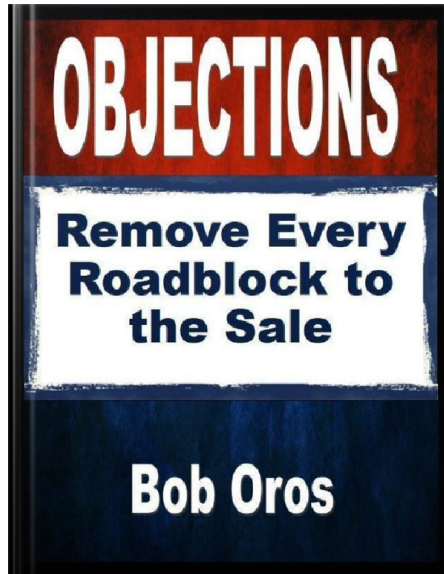
Contents of PRESENTING

1. **Presentations:** Why are most focused on the wrong thing?

2. **Most powerful concept:** Politicians, Travel agencies, Insurance companies & Lawyers all use this concept.
3. **Credit cards:** How they sell you on the idea.
4. **Law enforcement:** How to use their biggest tool.
5. Control over the interview: *A little known technique.*
6. Two parts to every presentation: *Why they are important?*
7. **Prepare the customer:** *Do this before you start.*
8. **Design your presentation:** What are you really selling?
9. **Your price:** What does it tell your customer?
10. **Never exaggerate:** It's easy to make this fatal mistake.
11. **Presenting value vs. price:** *It's easy when you know how.*
12. **Justify your prices:** Don't lose money by giving discounts.

## **Week 11 Objections...**

**Remove every roadblock to the sale**



You will learn how to carefully remove every objection that a customer presents to you as a reason why they are not interested in buying. This book will show you how to overcome all the objections that have ever been presented from a variety of customers and under numerous conditions.

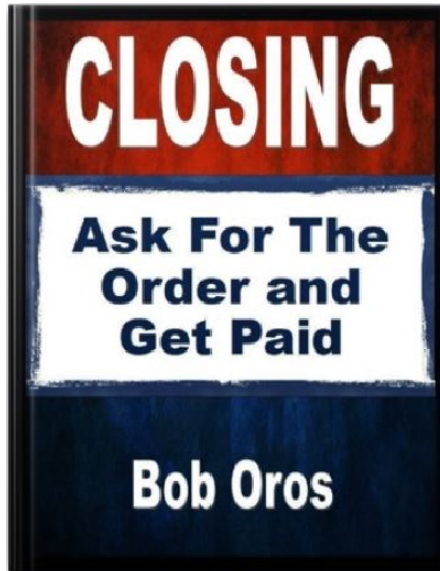
### **Contents of OBJECTIONS**

1. How to overcome smoke screen objections.
2. How to ask for the price you would like to get.

3. A price buyer technique that will cost you money.
4. A common mistake about how you view objections.
5. How Thomas Edison got 5 times more for an invention.
6. What to do when a customer is shocked at your price.
7. How to successfully use the higher authority technique.
8. Don't get caught in the Good Guy / Bad Guy trap.
9. How Abraham Lincoln was able to win every court case.
10. How to add value to every product or service you sell.
11. Why you should never give your lowest price
12. How to get something in return for a price reduction.
13. Why you should never be the one to split the difference.

## Week 12 Closing...

Ask for the order and get paid



You will be able to ask for the order in a way that the customer feels good about spending their money with you. You will learn how to steer the sales process towards a predetermined objective that makes it easy for the customer to go forward and make the commitment.

Contents of CLOSING

1. **Ask for the order:** Many people fear asking for the order and lose out on many opportunities.
2. **How to use these closing techniques:** Direct close,



choice close, choice set up, guarantee close, time advantage, trial close, ask a question close, doorknob close, silent close.

3. **The truth about closing:** When a customer has made up their mind that they are going to buy, they buy, they do the closing.

4. **How you decide:** You and I like to see ourselves as independent – until it comes time to make a decision.

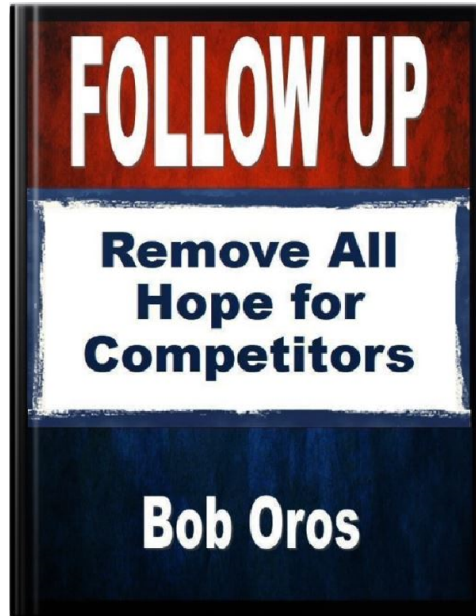
5. **Closing on price:** Only 15 percent of buyers change vendors based on a lower price. When your customer understands the value of your offer, price is seldom the real issue.

6. **After the close:** By getting a small commitment first the buyer will start to justify the decision and it becomes easier, not harder, to add on additional items.

7. **Expect the sale:** Instead of making the call as a typical sales person, make the call like a consultant would and see the difference.

## Week 13 Follow up...

**Remove all hope for competitors**



Your follow up will be done so well that your customer will count on you to take care of every detail. You will learn how to make the process of the sale an enjoyable experience for your customer. Your follow up will start as soon as you make an initial contact over the phone before the actual visit.

Contents of FOLLOW UP

1. **How many sales people follow up:** Knowing the answer will give you an edge over your competitor.

2. **Why you lose business:** 25% of customers leave due to this reason.

3. **What your customers want:** This simple list of 5 things will help you refocus your sales efforts.

4. **Techniques for keeping customers:** Be impressed, any mail today, do they want to see you, be specific, ask for help, ask for advice.

5. **People always conform:** How to use this law of human nature to build your sales.

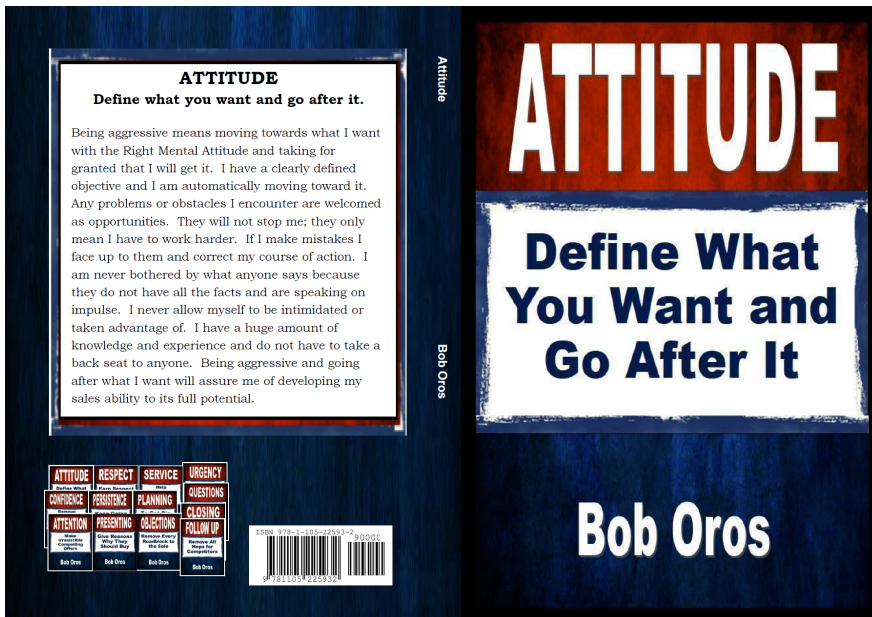
6. **Personal interests:** Is showing interest personally in your customer a good idea?

7. **Important dates:** How can you use important dates as a tool for following up?

8. **Your approach to problems:** How to turn difficult problems into opportunities to showcase your talent.

## A final note about the training for sales...

On the back cover of each printed book is a carefully worded affirmation. All you have to do is carry the book with you, or set it on your desk, and read the affirmation at odd moments during the day. You will be amazed at the progress you will make!



For more information visit me at

[www.BobOros.com](http://www.BobOros.com)





