

The  
Greatest

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# Sales Training in the World

Featuring contributions from  
several of the world's greatest sales  
and management training experts

Based on the all-time bestseller by Og Mandino  
*The Greatest Salesman in The World*

Robert Nelson



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The  
Scroll  
Marked

I

# Habits

**T**oday I begin a new life. Today I shed my old skin, which hath, too long, suffered the bruises of failure and the wounds of mediocrity.

Today I am born anew and my birthplace is a vineyard where there is fruit for all.

Today I will pluck grapes of wisdom from the tallest and fullest vines in the vineyard, for these were planted by the wisest of my profession who have come before me, generation upon generation.

Today I will savor the taste of grapes from these vines and verily I will swallow the seed of success buried in each and new life will sprout within me.

**The career I have chosen is laden with opportunity yet it is fraught with heartbreak and despair** and the bodies of those who have failed, were they piled one atop another, would cast a shadow down upon all the pyramids of the earth.

Yet I will not fail, as the others, for in my hands I now hold

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the charts, which will guide me through perilous waters to shores, which only yesterday seemed but a dream.

Failure no longer will be my payment for struggle. Just as nature made no provision for my body to tolerate pain neither has it made any provision for my life to suffer failure. Failure, like pain, is alien to my life. In the past I accepted it as I accepted pain. Now I reject it and I am prepared for wisdom and principles which will guide me out of the shadows into the sunlight of wealth, position, and happiness far beyond my most extravagant dreams until even the golden apples in the Garden of Hesperides will seem no more than my just reward.

Time teaches all things to he who lives forever but I have not the luxury of eternity. Yet, within my allotted time I must practice the art of patience for nature acts never in haste. To create the olive, king of all trees, a hundred years is required. An onion plant is old in nine weeks. I have lived as an onion plant. It has not pleased me. Now I wouldst become the greatest of olive trees and, in truth, the greatest of salesmen.

And how will this be accomplished? For I have neither the knowledge nor the experience to achieve greatness and already I have stumbled in ignorance and fallen into pools of self-pity. The answer is simple. I will commence my journey unencumbered with either the weight of unnecessary knowledge or the handicap of meaningless experience. **Nature already has supplied me with knowledge and instinct far greater than any beast** in the forest and the value of experience is overrated, usually by old men who nod wisely and speak stupidly.

In truth, experience teaches thoroughly yet her course of instruction devours men's years so the value of her lessons diminishes with the time necessary to acquire her special wisdom. The end finds it wasted on dead men. Furthermore, experience is comparable to fashion; an action that proved successful today will be unworkable and impractical tomorrow.

Only principles endure and these I now possess, for the laws that will lead me to greatness are contained in the words of these scrolls.





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What they will teach me is more to prevent failure than to gain success, for what is success other than a state of mind?

Which two, among a thousand wise men, will define success in the same words; yet failure is always described but one way. Failure is man's inability to reach his goals in life, whatever they may be.

In truth, **the only difference between those who have failed and those who have succeeded lies in the difference of their habits.** Good habits are the key to all success. Bad habits are the unlocked door to failure. Thus, the first law I will obey, which precedeth all others is—I will form good habits and become their slave.

As a child I was slave to my impulses; now I am slave to my habits, as are all grown men. I have surrendered my free will to the years of accumulated habits and the past deeds of my life have already marked out a path, which threatens to imprison my future. My actions are ruled by appetite, passion, prejudice, greed, love, fear, environment, habit, and the worst of these tyrants is habit. Therefore, if I must be a slave to habit let me be a slave to good habits. My bad habits must be destroyed and new furrows prepared for good seed.

I will form good habits and become their slave.

And how will I accomplish this difficult feat? Through these scrolls, it will be done, for each scroll contains a principle which will drive a bad habit from my life and replace it with one which will bring me closer to success. For **it is another of nature's laws that only a habit can subdue another habit.** So, in order for these written words to perform their chosen task, I must discipline myself with the first of my new habits which is as follows: I will read each scroll for thirty days in this prescribed manner, before I proceed to the next scroll.

**First, I will read the words in silence when I arise. Then, I will read the words in silence after I have partaken of my midday meal. Last, I will read the words again just before I retire at day's end, and most important, on this occasion I will read the words aloud.**

On the next day I will repeat this procedure, and I will continue in like manner for thirty days. Then, I will turn to the next scroll





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and repeat this procedure for another thirty days. I will continue in this manner until I have lived with each scroll for thirty days and my reading has become habit.

And what will be accomplished with this habit? **Herein lies the hidden secret of all man's accomplishments. As I repeat the words daily they will soon become a part of my active mind**, but more important, they will also seep into my other mind, that mysterious source which never sleeps, which creates my dreams, and often makes me act in ways I do not comprehend.

As the words of these scrolls are consumed by my mysterious mind I will begin to awake, each morning, with vitality I have never known before. My vigor will increase, my enthusiasm will rise, my desire to meet the world will overcome every fear I once knew at sunrise, and I will be happier than I ever believed it possible to be in this world of strife and sorrow.

Eventually I will find myself reacting to all situations which confront me as I was commanded in the scrolls to react, and soon these actions and reactions will become easy to perform, for any act with practice becomes easy.

Thus a new and good habit is born, **for when an act becomes easy through constant repetition it becomes a pleasure to perform and if it is a pleasure to perform it is man's nature to perform it often. When I perform it often it becomes a habit and I become its slave and since it is a good habit this is my will.**

Today I begin a new life.

And I make a solemn oath to myself that nothing will retard my new life's growth. I will lose not a day from these readings for that day cannot be retrieved nor can I substitute another for it. **I must not, I will not, break this habit** of daily reading from these scrolls and, in truth, the few moments spent each day on this new habit are but a small price to pay for the happiness and success that will be mine.

As I read and re-read the words in the scrolls to follow, never will I allow the brevity of each scroll or the simplicity of its words to cause me to treat the scroll's message lightly. Thousands of grapes





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are pressed to fill one jar with wine, and the grapeskin and pulp are tossed to the birds. So it is with these grapes of wisdom from the ages. Much has been filtered and tossed to the wind. Only the pure truth lies distilled in the words to come. I will drink as instructed and spill not a drop. And the seed of success I will swallow.

Today my old skin has become as dust. **I will walk tall among men and they will know me not, for today I am a new man, with a new life.**





Whatever becomes vividly engraved  
upon your subconscious mind will  
eventually become a reality in your life!

# Success Habits

## *T h e 1 s t L e s s o n*

**I**n Dr. Stephen R. Covey's best selling book, *7 Habits of Highly Effective People*, Dr. Covey describes seven personality traits inherent in highly effective people. Many books point out these same qualities, which we need to possess if we truly want to become successful. The first scroll is perhaps the clearest and simplest explanation. It tells you HOW TO develop the necessary good habits that will lead to success.

The first scroll reveals how to use the ritual of spaced repetition that will shape your behavior. The following key points from the first scroll will help you understand how to apply this principle effectively to create the habits that you desire.

### **1 | Starting Fresh** "Today I begin a new life"

The first step in developing successful sales habits is to decide that you will make a fresh start. Although this is the most important

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step, it is usually the most difficult. In order to start fresh you must first realize that some of your old habits are not taking you in the direction you want.

Yet, before you can begin developing new habits, you must first identify and acknowledge your negative habits. Only then can you begin the process of self-improvement that will mold you into the person you want to be.

## **2 | Choose Opportunity or Despair** “The career I have chosen is laden with opportunity yet it is fraught with heartbreak and despair...”

Regardless of what situations occur in life, the way you respond determines the ultimate outcome. If you make a conscious effort to look at the opportunity, which exists in every opposition, your optimism will enable you to create the outcome you desire.

## **3 | Work With What You Have** “Nature already has supplied me with knowledge and instinct far greater than any beast in the forest...”

If we see ourselves lacking in certain skills, knowledge, or ability, we will act inferior to those who do possess such qualities.

The truth is that most people are endowed at birth with enough wit and common sense to achieve a certain level of success. Our education is designed to teach us how to use these tools, and the challenges of life provide us with opportunities to practice and improve these skills. If we face these challenges aware that we are already equipped with most of the tools needed to achieve success, then we are able to create more successful results. Taking inventory of the natural qualities you possess will help you build the confidence it takes to achieve success.



## 4 | **Difference Between Success and Failure**

**“The only difference between those who have failed and those who have succeeded lies in the difference of their habits.”**

The key difference between a success and a failure is that successful people habitually do things that lead to success while failures do not.

If the key difference between success and failure lies in the habits they possess, doesn't it seem wise to observe the habits of successful people and to develop those habits as a standard part of your daily life? Before you begin developing your new set of habits, let us take a look at a simple process you can use to remove undesirable habits.

## 5 | **Substituting vs. Omitting Habits**

**“It is another of nature's laws that only a habit can subdue another habit.”**

Don't say: “I am going to stop being late for meetings.” Do say and believe: “I am going to stop being late for meetings and start being early.” Don't say: “I am going to start making more sales calls.” Do say and believe: “I am going to start making more sales calls and stop watching so much TV.” Although it will take some time to develop good habits, the process will be easier and the results will last longer if you use the substitution method.

## 6 | **The Power of Spaced Repetition**

**“First, I will read the words in silence when I arise. Then, I will read the words in silence after I have partaken of my midday meal. Last, I will read the words again just before I**



**retire at the day's end, and most important, on this occasion I will read the words aloud."**

There are many effective memory programs today, yet the oldest and most frequently used process is spaced repetition. It is through spaced repetition that we digest information and make it a permanent part of our memory, just as we learned our ABCs as a child or the lyrics to songs.

In his lectures on "Seeds of Greatness," Dr. Denis Waitley explains that through the "reticular activating system" our brains determine which things we will be consciously aware of and which things we will consciously ignore. By using spaced repetition we can force our reticular activating system to be consciously aware of the information and ideas that we have specifically selected to help us reach our goal of success.

## **7 | Programming your Hard Drive**

**"Herein lies the hidden secret of all man's accomplishments. As I repeat the words daily they will soon become a part of my active mind, but more important, they will also seep into my other mind,..."**

The computer was designed to operate like the human mind. Amazingly, there are many people who understand how computers work, yet still have trouble understanding how the mind works. There are two forms of memory within both the computer and the human mind: temporary memory and permanent memory.

In a computer the temporary memory is called RAM (Random Access Memory). This memory projects the images we see on the screen. The permanent memory is called the hard drive and this is where the vast stockpile of information is stored.

The short-term memory, or conscious part of the human mind, is like the RAM. This is what we use to retain information





temporarily—a phone number we need to dial or what we ordered for lunch. The long-term memory, or subconscious part of the human mind, is like the computer’s hard drive. This is our vast storehouse of information and it is here that we keep the programmed habits that run our lives.

In order to develop the habits that will lead us to success, we must first program these habits into our sub-conscious minds. The things we hear, see, and experience over and over are the things that penetrate our conscious minds and seep deep down in to our sub-conscious minds. These are the things that effect our behavior, beliefs, and ultimately, our destiny.

## 8 | Steps to Building Habits

**“...when an act becomes easy through constant repetition it becomes a pleasure to perform, and if it is a pleasure to perform, it is man’s nature to perform it often. When I perform it often it becomes a habit and I become it’s slave and, since this is a good habit, this is my will.”**

Developing a new habit involves three phases. The process involves repeating an action that you wish to become a habit and repeating it often, until it becomes part of your nature. During the first phase you may experience some initial discomfort. This is an exercise of the mind, and, like any other form of exercise, may seem like hard work. Don’t let this discourage you; instead, let it serve as encouragement. Continue to repeat the action and let the presence of discomfort serve as an indication that you are on the right track.

Soon the discomfort will begin to diminish, and you will find the process becoming easier. You have now entered the second phase. At this point you may think your work is done; however, you have not yet mastered the habit itself, and if you do not continue repeating the action, you may fall back into your old habits.





You'll know you have reached the third and final phase when repeating the action becomes a pleasure. In fact, you may begin to crave it, like chocolate or junk food. At this point the habit will begin to influence your subconscious actions, and you will perform the action even when you are not thinking about it. Your habit is on automatic pilot, so to speak, and it is now part of you.

## 9 | **Commitment to Build Daily**

**"I must not, I will not, break this habit..."**

While you are working to develop a particular habit, you must make a personal commitment to stick with it until it has been completed. Even when you neglect to follow through, you must start over until you get it done. The integrity of your word to yourself is sacred. By making constant commitments to yourself, and striving to follow through, you will build a habit of personal integrity.

## 10 | **Becoming a New Person**

**"I will walk tall among men and they will not know me for today I am a new man, with a new life."**

Your new behavior may seem strange to your friends, family, and associates. Some may even try to persuade you to stop trying to be something they think you are not. Don't let them sell you on this idea. People you know who possess habits you want to develop will encourage your new conduct and motivate you to continue striving for personal improvement. Those who do not possess these habits may become offended at your desire to be different. Therefore, try to surround yourself with those who will support your desire for positive change.





## ! | **Developing Habit: A Practical Exercise** **Developing a Definite Chief Aim: The most common habit among successful people**

The single most important step to success is to determine exactly where you want to go. Success means different things to different people. Therefore, you must develop a crystal clear picture of your success so that you will recognize it when you reach it. The first scroll will help you focus your mind on what you want to achieve in the nine different areas of your life, which are addressed in the remaining scrolls.

In the words of Napoleon Hill, “The method by which desire for riches can be transmuted into its financial equivalent consists of six definite, practical steps.”

**First:** Fix in your mind the exact amount of money you desire. It is not sufficient merely to say, “I want plenty of money.” Be definite as to the amount.

**Second:** Determine exactly what you intend to give in return for the money.

**Third:** Establish a definite date for when you intend to possess the money.

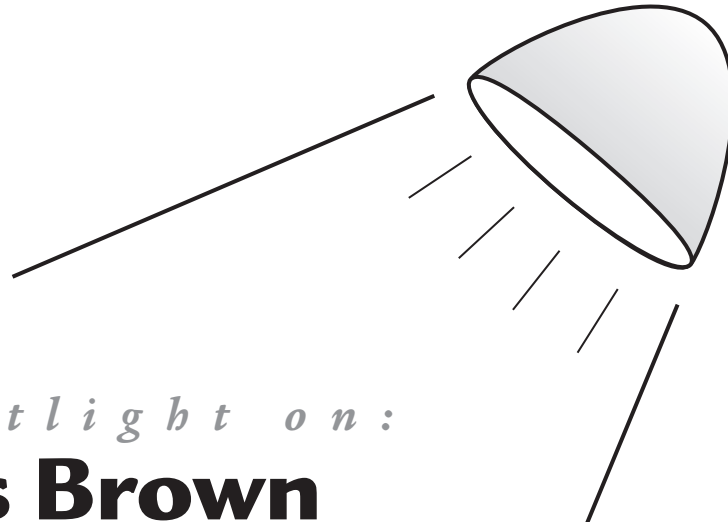
**Fourth:** Create a definite plan for carrying out your desire, and begin at once, whether you are ready or not, to put this plan into action.

**Fifth:** Write out a clear, concise statement of the amount of money, name the time limit for its acquisition, state what you intend to give in return for the money, and describe clearly the plan through which you intend to accumulate it.

**Sixth:** Read your written statement three times daily: once when you arise, once after your midday meal, and once aloud just before retiring. As you read, try to visualize yourself already in possession of the money.”

Conduct this exercise for 30 days, or until you have completely memorized your definite chief aim. This exercise applies the principle of the first scroll in a practical way that can directly impact your sales profits and/or personal income.





*S p o t l i g h t o n :*

## **Les Brown**

*Author • Sales Trainer*

**I**n 1989, Les Brown was the recipient of the National Speakers Association's highest honor: The Council of Peers Award of Excellence (CAPE). In addition, he was selected as one of the world's top five speakers for 1992, by Toastmasters International, and recipient of the Golden Gavel Award.

As a renowned professional speaker, author and television personality, Les Brown has risen to national prominence by delivering a high energy message which tells people how to shake off mediocrity and live up to their greatness. It is a message Les Brown has learned from his own life and one he is helping others apply to their lives.

Born in low-income Liberty City, in Miami, Florida, Les and his twin brother, Wes, were adopted when they were six weeks old by Mrs. Mamie Brown. Mrs. Brown was a single woman who had very little education or financial means, but a very big heart. As a child Les' inattention to school work, his restless energy, and the failure of his teachers to recognize his true potential resulted in him being mislabeled as a slow learner. The label and the stigma stayed with him, damaging his self-esteem to such an extent that it took several years to overcome.

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Although Les has had no formal education beyond high school, through persistence and determination he has initiated and continued a process of unending self education which has distinguished him as an authority on harnessing human potential. Les Brown's passion to learn and his hunger to realize greatness in himself and others allowed him to achieve greatness. He rose from a hip-talking morning DJ to broadcast manager; from community activist to community leader; from political commentator to three-term legislator;

and from a banquet and nightclub emcee to premier keynote speaker. In 1986, Les entered the public speaking arena on a full-time basis and formed his own company, Les Brown Enterprises, Inc. The company provides motivational tapes and materials, workshops, and personal/professional development programs aimed at individual, companies, and organizations.

In 1990, Les recorded his first in a series of speech presentations entitled *You Deserve*, which was awarded a Chicago-area Emmy, and became a leading fund-raising program of its kind for pledges to PBS stations nationwide.

Les Brown is now an internationally recognized speaker and CEO of Les Brown Enterprises, Inc.; he is also the author of the highly acclaimed and successful books, *Live Your Dreams*, and a newly released book, *It's Not Over Until You Win*. As the former host of *The Les Brown Show*, a nationally syndicated daily television talk show focusing on solutions, rather than problems, Les Brown aptly fits his reputation as one of the nation's leading authorities in understanding and stimulating human potential. Utilizing powerful delivery and newly emerging insights, Les' customized presentations teach, inspire, and channel audiences to new levels of achievement.





## ! | **Discovering the Secrets of the Successful**

### **How did you get started in the field of sales?**

I started out at age nine selling new and used television sets door to door.

### **What is the greatest challenge you have had to face over the years?**

The greatest challenge is constantly selling myself on the fact that it was possible I could live my dream, and that I could have the things I desired in life.

### **What do you consider to be the most outstanding achievement of your career?**

I would say the most outstanding achievement was coming to a place within myself that I realized you don't get in life what you want, you get in life what you are. I have come to be that kind of person. All of those the things I've set out to achieve I've done those things all in myself.

### **Who were some of you most influential role models and mentors?**

My mother who adopted seven kids and Mr. Leroy Washington, a high school teacher. After I had been labeled as mentally retarded I was put back from the fifth to the fourth grade. For a while I too came to believe that I was mentally handicapped. Then in the eleventh grade I met Mr. Washington who impacted my life tremendously. He taught me never to let someone else's opinion of me become my reality.

### **What is the most effective sales technique you have ever used?**

I would say that the most effective sales technique I have ever used is adopting the mind set when you make eye contact with a customer that the deal is closed and it's a done deal. That look in your eyes is the only reason they were spared from birth control.





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**Give an example of how you would apply this technique in a real life situation?**

Whatever you're confronted with you must allow your doubt to starve to death. You must have absolute faith, conditioned faith.

**What is the most valuable advice you can offer an aspiring sales person?**

Number one, engage in an ongoing process of working at loving yourself.

**If you have not always lived by your current philosophy, what provoked the change?**

The feeling that I had within myself that there had to be more to life than I was experiencing.





*O n O g M a n d i n o ' s*

# **Ten Ancient Scrolls**

*Les Brown*

**T**eaching people how to experience their greatest is my business. Og Mandino's *The Greatest Salesman in the World* has always inspired me and is one of the most dependable and accurate descriptions of the process of how to live our dreams and achieve the success we all seek. Og's special magic directs us in how to apply these principles each day of our lives.

I started out in door to door sales at age nine. One day, someone gave me the book, *The Greatest Salesman in the World*, and more than any other book, it impacted my life unbelievably! I would sleep with it under my pillow. I practiced and read the scrolls daily as Og instructed, and my sales went through the roof and my life was never the same. What a blessing he was for the planet and for all who have had the good fortune to read his life-changing book. We are so fortunate that God selected Og to be the vessel for this great book that will change the lives of generations yet unborn.

