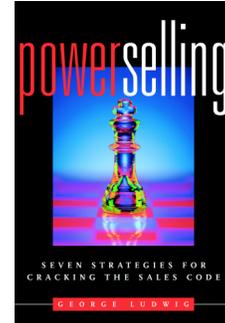


For Immediate Release

For a review copy of the book or an interview with the author, please contact Dottie DeHart, Rocks-DeHart Public Relations, at (828) 459-9637 or DSDeHart@aol.com



Belief & the Bottom Line: To Double Your Income, Rewrite Your “Files”

Not earning what you’d like from your sales career? George Ludwig offers a simple, five-step plan for overcoming the disempowering beliefs that are holding you back.

Chicago, IL—Are you living up to your earning potential as a salesperson? If you’re like many of your colleagues, you have to answer with a reluctant “no.” You’re doing *okay*, maybe, bringing in \$50 or \$60,000 in an average year. But you know some salespeople who have crossed the six-figure milestone and a few who’ve doubled or tripled that number. You’re aware that it’s possible to earn a great living as a salesperson. But for some reason that you can’t put your finger on, it doesn’t seem to be possible *for you*.

Enter George Ludwig. The sales success and motivational expert—and the author of *Power Selling: Seven Strategies for Cracking the Sales Code* (Dearborn Trade Publishing, 2004, ISBN: 0-7931-8571-8, \$19.95)—says poor and mediocre sales performance boils down to one factor: you’ve programmed your mind with the wrong files. “Reprogram” those files and you can double your income . . . or better.

“All action begins with belief,” Ludwig asserts. “If you have limiting beliefs, they will prevent you from taking the actions necessary for sales success. It’s really that simple. And where do your beliefs come from? I like to tell my clients that thoughts are like Internet files. We all have disempowering, ‘I can’t’ thoughts from time to time. But if you keep opening these negative files, these *viruses*, they become your automatic ‘go to’ files. Visit them often enough and they transform into beliefs. And those beliefs become your reality.”

What kinds of beliefs work against sales success? Ludwig can rattle off a dozen on command: *I'm an introvert and only extroverts are good at selling. No one will buy engine components from a woman. In this bad economy, no one is buying. I'm not good at closing. I'm not good at cold calling.* And so on, and so forth. You get the picture. Disempowering beliefs are as diverse and unique as the salespeople who hold them (or who, more accurately, are held by them).

Make no mistake: there *are* some good, solid strategies that are proven to lead to bigger sales, more loyal customers, and ultimately, higher-powered sales success. But they absolutely will not work for you until you get rid of the beliefs that are holding you back. How do you do that? Ludwig offers five simple steps:

1. Become aware of your “bad files.” Do a little internal exploring and you can bring your subconscious mental viruses into your consciousness. What situations do you fear? Which people do you avoid? What self-loathing thoughts do you notice swirling around in your mind? Pay attention and you will see some patterns emerge. From there you can isolate your disempowering belief, whether it's “I didn't finish college so I can't compete with the Big Boys,” or “I always screw up the close” or even “People who make too much money are greedy, so I'd better hold myself back.”

2. Figure out where your limiting belief originated. We get our beliefs from various sources: society, our peers, our parents. Maybe you grew up hearing about how Uncle Frank “lost his shirt” working as a door-to-door salesman, so now you subconsciously believe selling is a recipe for failure. Your disempowering belief may stem from a specific selling incident: *I failed at that before so I know I'll fail again.* Or maybe it came directly from the mouth of a fellow salesperson: *Sales are always slow in the summer so don't knock yourself out.* Understanding the limiting belief can be very helpful in dismissing it.

3. Disassociate yourself from the belief. When you catch yourself having the negative thought, dispute it. Argue with it. Ask yourself questions: *Maybe I'm overreacting a bit. I don't always lose the big sales, do I? Didn't I close one at XYZ Hospital six weeks ago that was even bigger than the one I lost today?* This helps you realize that your self-limiting thoughts are not your reality. It breaks their power.

4. Install new files. Sales superstars figure out which beliefs—for their particular makeup, situation, and industry—will enable them to sell like a runaway train. You must do the same. These beliefs should be positive, optimistic, and life-affirming in nature. *Past sales do not equal future sales. There is a solution to every problem I encounter. There is always a way to turn sales around, if I'm committed.* Top sales achievers also develop enabling beliefs about all aspects of their selling expertise, the sales process, their products, and their company. **(NOTE TO EDITOR: See attached tipsheet)**

5. Condition your new files. Sometimes just becoming aware of your limiting beliefs and replacing them with positive ones can prompt a dramatic change in your behavior. Usually, though, awareness isn't enough. You may have to do the thing you fear to desensitize yourself (a.k.a., "fake it 'til you make it"). You may need to turn your new thoughts into affirmations that you repeat 100 times a day. You may need to change your physical environment or start an exercise program or attend a workshop (like Ludwig's own *Double Your Income Power: Mastering the Inner Game of Business Success*; see www.georgeludwig.com). Just do *something* to keep your new files in top working order.

"Never doubt the power of belief," says Ludwig. "I've seen it again and again. You will live up—or down—to your own beliefs. And though most of us are motivated by money, it's not *all* about dollar signs. Successful salespeople are almost always optimistic, fulfilled, passionate people who are deeply committed to their work. By their very nature, the powerful beliefs that help you make sales also attract other positive things to your life. In other words, I've found that even though money can't buy happiness, the two often come as a package deal. That's the best news of all."

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About the Author:

George Ludwig has more than twenty-five years of sales, sales management, and sales training experience, including five years of presenting his sales success seminar all over the country. As a nationally known keynote speaker, sales trainer, coach, and corporate consultant, Ludwig trains over 10,000 people per year from various corporations and associations, including Sprint, Southwest Airlines, Mazda North America, Century 21, Purdue University, Johnson & Johnson, and many others. He is a popular contributor to trade publications and newspapers, including *Selling Power*, *Sales and Marketing Management*, *Entrepreneur*, *Investors Business Daily*, *Time*, and *The New York Times*.

About the Book:

Power Selling: Seven Strategies for Cracking the Sales Code (Dearborn Trade Publishing, 2004, ISBN: 0-7931-8571-8, \$19.95) is available at neighborhood and online booksellers or by calling (800) 245-2665.

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