

## Praise for books by Michael Anthony

*"Michael has accomplished in just 100 pages what tens of thousands of dollars and countless hours of corporate sales training cannot."*

- William Foley, Sales Executive

*"This is a life changing book. I have used many of the best, time-tested, as well as current sales training books and methods to train thousands of sales people in my 34-year technology career."*

*"There are so many great books and ideas. However, after reading **The Mental Keys For Success In Sales**, if I were to be told I could only have one book to train and ensure the success of my sales organization, then **without a doubt that ONE BOOK would be this book by Michael Anthony.**"*

- Lee Fogle, Vice President at Genpact

*"Michael, I have your (mental keys golf) book and have been working hard on all of your principles you talk about. I can say that you relate better to me than any of the other Psychologists, and books I have read on the mental aspect of life/golf."*

***"That means--Deborah Graham/Jon Stabler--who are good friends of mine, Chuck Hogan, Bob Rotella, Norman Vincent Peale, Maxwell Maltz, Zig Ziglar, Anthony Robbins, Robert Coop, Guy Fasciana, James Allen, Ben Hogan, Og Mandino, Patrick Cohen, Robert Winters, Johnny Revolta, William James, Napoleon Hill, etc...."***

*"Not that all those people didn't help me arrive at where I'm at, but that you have a way of saying things in a way that one can actually put into practice. Thank you!!!!"*

- Todd Sandow, PGA Professional, Golf Course Owner

**The Mental Keys  
For Success  
In Sales**

**Michael Anthony**

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# Introduction

What are the mental keys to success? Will they help you to increase your sales? Ruby Fox knows that my mental keys training program works if you use what I am about to share with you.

At a chance meeting in the summer of 1984, I met Ruby Fox at the Olympic trials in Los Angeles. Ruby was the American favorite to make the U.S. Olympic pistol team and to win a medal. When I was introduced to her as a mental trainer, she exclaimed, “Boy, I can use some mental training!” She told me that she was struggling at the Olympic trials and probably would not even make the team. Ruby had one last chance to make the U.S. Olympic pistol team in an hour.

I asked Ruby if she would like a quick course on mental training. She said yes. We walked around the corner of a building where I explained the basics of *The Mental Keys Training Program*. After only a short 45-minute mental training consultation, she shot 299 out of a possible score of 300. Ruby made the team. During the Olympics, she tied for the gold medal.

To determine the winner, there was a sudden death shoot-off similar to football or a playoff in golf. Ruby and her competitor shot one perfect score after another. I lost count of all the perfect scores being shot, one after another. Everyone watching was caught up in the excitement of the moment and the drama they were witnessing. Ruby

became giddy from her string of perfect scores and lost her focus, as well as the gold medal.

Afterwards, Ruby told me that after shooting so many perfect scores, she no longer cared if she won the gold medal. She was very proud to have had that thrilling experience and the silver medal that came with it.

The goal of this book *The Mental Keys For Success In Sales* is to increase your awareness of how your spirit, mind, and body are designed to function as a unit in accordance with universal and natural laws. By increasing your awareness of how your mind processes information you will know exactly what steps to take to improve your ability to become more successful in sales as well as in every aspect of your life. More importantly, you will understand **why** you are taking these steps that will increase your performance and sales.

The whole goal of the mental game is to create a mental state that will optimize the chemistry of your brain that, in turn, will allow you to perform at your highest level of efficiency. *The Mental Keys Training Program* will show you how to sell in the zone and explain why any degree of negativity will immediately diminish your ability to succeed.

In a nutshell, when you are positive your brain secretes positive chemicals that increase all of your natural abilities. Conversely, when you are negative, your brain secretes negative chemicals that adversely affect your ability to perform. This is a very simple, but profound explanation of why mental training will increase your success.

We are all born with great natural abilities, but much of our learned negative behavior and social conditioning have dulled them. Think of it this way, just because you cannot see the sun on a cloudy day does not mean that it is not shining. If you rise above the clouds, you will be able to see the sun in all its brilliant glory. Just like the sun is always shining, if you remove the negativity that is clouding your thoughts, your natural abilities and performance will shine. Success will automatically follow.

***The Mental Keys Training Program*** works if you use it. It has helped elite athletes, like Ruby Fox, to qualify for and make U.S. Olympic teams in a variety of sports. It has helped others to win gold and silver medals in the Olympics. My book ***The Mental Keys To Improve Your Golf*** has helped thousands of golfers to lower their score. It has been used as the textbook for the golf psychology class at the Professional Golfers Career College in California. My book ***How To Be Happy And Have Fun Changing The World*** has helped thousands of individuals to live more successful and happier lives.

Once you learn how to control your thoughts and emotions, the challenge is doing it. That is what my mental training program and this book will help you to achieve.

To get the most out of this book, three prerequisites are needed: 1) a strong desire to improve, 2) an open mind to try different ideas, and 3) total self-honesty so you won't rationalize why it's OK to keep repeating any negativity that is holding you back.

I could have written a book ***The Mental Keys For Success*** that covers all aspects of human life, but it would have been too long and

too general to be as effective as this short book on sales. I plan to write additional books using *The Mental Keys Training Program* that will address other areas of life to help individuals that have a strong desire to succeed and need direction.

The first book in this mental training series is about sales because selling creates many up and down emotional swings, very similar to the game of golf. In fact, several golfers have emailed me that my golf book has not only helped them to lowered their score, but it has increased their sales and improved other aspects of their life.

If you are a sales person with a strong desire to be more successful in sales, you have found the right book. I will not teach you sales or closing techniques because there are a multitude of books that cover the mechanics of selling. This book addresses how negative emotions hold you back and teaches you how to overcome them. My goal is to help you to increase your awareness and give you insights into how to create and keep a positive mental state. The end result, selling will become much easier.

Like most of us, I have had my share of ups and downs during my life's adventures and misadventures. Also, I have had a wide variety of sales jobs, so I know the emotional battles you face. The secret to success in selling and life is to always maintain a positive attitude no matter what challenges you face. How to do this, and much more, is explained in my mental training program.

I'll show you how to reduce your downtime and missed opportunities caused by your negative reactions to the facts you encounter while selling. Since you receive many more noes for every

yes you receive when selling, why let a no or rejection affect your mental state. After all, a no is nothing more than a fact.

Selling is merely a numbers game made up of prospecting, presenting, and closing resulting in a sale. It's a statistical fact that the more noes you get, the more sales you will make. This mental training program will show how to be in control of your emotions, which will help you to increase your numbers, be more effective, and close more sales.

More importantly, it will help you to improve your brain chemistry, which directly affects your electromagnetic field that influences your relationship with a prospect. Sales are often made because the prospect likes and trusts you more than your competition.

I want to help you, but my job is not to inspire you to be more successful. I'm assuming that you already have a strong desire to improve and increase your sales, or you wouldn't be reading this book.

My job is to make you aware of why and how to take the action steps necessary to increase your success. I'll show you why and how to improve your mental game that will increase your sales. The rest is up to you.

Bottom Line: It all starts with desire. **How strong is your desire to be more successful and increase your sales?**

## Chapter 1

# Desire

The first step in undertaking any journey, or in explaining *The Mental Keys Training Program*, begins with having a desire to reach a destination or goal. Without desire you would not even get out of bed in the morning. The greater the journey to success, the greater amount of desire is required. Pause for a moment. Reflect on this question: “How strong is your desire to be more successful in sales?”

Before we talk about the amount of desire required to reach your goal, ask yourself: “Why do I want to be more successful and increase my sales?”

To increase your chances of achieving any goal, it is of paramount importance that you be crystal clear as to why you desire to achieve it. A good reason for doing something is because you love doing it, and it makes you happy. This seems to be a very straightforward answer and one that makes sense, right?

Now, ask yourself: “Are there any constraints that limit my desires?” If you live in a vacuum, there wouldn’t be any limits or constraints to interfere with your desires or goals.

Since we live in a very orderly universe, we must limit our desires to stay within natural and universal laws. Otherwise, you will

face the consequences that your misdirected desires create. You will learn what constitutes a positive or negative desire as you become familiar with *The Mental Keys Training Program*. The best reason for doing something is because you love doing it, it makes you happy, and it helps others.

For the moment, let's assume that your desires are positive and in proper alignment. How much desire is required to reach your goals? The strength of desire needed to achieve a specific goal is in direct proportion to the level of success you desire to attain for that particular goal. If you desire to be the top salesperson in your field or company, you need to have the strongest desire. On the other hand, if you only want to be average, you only need an average desire.

On a scale of 1 to 10 (10 being the highest) your level of desire must be a **10 plus** if you expect to be the best at whatever you choose to accomplish.

## **DESIRE > 10+**

This story will help you relate to what a desire of 10 plus is:

*Once upon a time, a Zen student asked his master when he would reach enlightenment. The Zen master replied, "When your desire is strong enough, you will attain enlightenment." The frustrated student, who had spent years studying under the master, felt his desire was already sufficiently strong. The master, sensing this frustration, led his student to a pond to teach him a lesson on desire.*

*When they were standing waist high in the water, the master asked the student to kneel down. Then, the master held the student by the shoulders and submerged his head under the water. As the seconds without air became minutes, the student desperately needed to breathe. He tried to raise his head above the water's surface, but the master relentlessly kept his student's head firmly under the water.*

*After a great struggle, the student finally broke away from his master's steel grip and caught a breath of air. The student gasping for breath cried out at his master, "Are you trying to kill me?" The master sternly replied, "When your desire for enlightenment becomes as strong as your overwhelming desire to breathe, you will find enlightenment."*

*- Author Unknown*

When you look at yourself in the mirror, can you honestly say that you are doing the work necessary to achieve your goals?

*"The truth of the matter is that you always know the right thing to do. The hard part is doing it."*

*-General Norman Schwarzkopf*

## Chapter 2

### Goals: Outcome versus Process

Take a minute and write down your sales goals for the next week, month, quarter, or year, depending on your sales cycle. Without knowing what you wrote, I can safely predict that most of you wrote down outcome goals like the number and the dollar amount of sales that you desire to achieve. What sales goals did you write down?

Do you realize that there are two types of goals? There are **outcome goals** that give you direction, such as exceeding your monthly sales goal or being the salesperson of the year. What are even more important are **process goals**, which are the action steps and effort required to achieve your outcome goals.

*Webster's Dictionary* defines **process** as “a series of actions or operations that produce something or that lead to a particular result.” If you focus on doing and improving the process, the outcome will take care of itself. If you don't do the process, nothing will happen.

If you are not sure what a process is, I'll make it very simple for you to understand. If you want to get to the other side of the street (outcome), the processes that are required include: pointing yourself in the right direction, looking up and down the street to make sure there is no traffic, and taking one step at a time in the correct direction until

you reach your outcome of being on the other side of the street.

When I mentally train an elite athlete with a desire to win a gold medal, I tell him or her that once you set your outcome goal to win a gold medal put your focus on improving the process. Winning is merely a by-product of improving the process. If you can do the process better than anyone else in the world, who will win? You will. This book will give you several mental processes that will help you to develop a great mental game.

I want you to realize that not all athletes desire to win a gold medal. Some just want to pass the Olympic trials and be in the Olympics. Others are happy if they qualify to have the opportunity to compete in the Olympic trials. Some want to win a scholarship to go to college, and some just want to be better.

You don't have to have an outcome goal of being the top salesperson in your company to benefit from *The Mental Keys Training Program*. All you need is to clearly establish the outcome sales goals that you desire to achieve and write them down.

Then, write down the processes or action steps necessary to achieve your outcome goals. Next, focus your energy on doing and improving the processes that directly affect your performance. You can dramatically increase your probability of success in selling by focusing totally on the process and letting the sale or outcome take care of itself.

One of the major mental keys to success in selling is the ability to train your mind to stay focused on continually improving the

process, while allowing the outcome of making the sale to become a by-product of doing the process. You won't make all of your sales, but you will greatly increase your probability of success and closing ratio.

When you focus on the outcome of making a sale, you open yourself to the fear of not making the sale. If you are concerned with the outcome and get rejected, it is easier to become frustrated or angry. Fear and anger are emotions that cause your brain to secrete negative chemicals that adversely affect your performance and decrease your chances of making a sale. We will cover this aspect in Chapter 6: *Thoughts: Facts and Emotions*.

Increasing your sales is merely a by-product of doing and improving the three processes of selling: prospecting, presenting, and closing. If you focus on doing the work and improving each of these processes, improved outcomes, and more sales will follow.

A proven process for making more sales is to increase your numbers. If you have more prospects, you will give more presentations and have more opportunities to close a sale. If your company provides you with prospects or appointments, you are already one step closer to making a sale.

However, if you are required to cold call to find prospects, you will have to train your mind to overcome any negative emotional response to all the rejection and noes you encounter. Rejection and noes are just part of the process of prospecting. Once you train your mind to enjoy cold calling, instead of hating it, you will make a lot more calls and have more prospects. I will show you how in Chapter 8: *Remove All Negative Thoughts*.

If you focus on the outcome of making the sale during a presentation, you will miss much of the feedback that the prospect gives you that can help you to make a sale. By listening carefully to their feedback, you can adjust your sales presentation to help them to realize why they will be better off with your product or service than passing on your offer.

Selling can be a lot of fun if you truly believe that what you are selling can help your prospect, and you are not afraid to ask for the order. If they don't buy at first, don't be afraid to ask why. If you keep overcoming their objections and explaining why they will benefit, many times your prospect will see the light and give you the order.

If you don't make the sale, review what happened during your presentation and close. This will provide you with valuable feedback needed to make adjustments and get better. Also, make sure that fear did not prevent you from asking your prospect what is holding them back or kept you from asking for the order.

You will be more relaxed and efficient by focusing on doing the processes necessary to make the sale. Use the feedback your mistakes and missed sales provide. Learn to love the process of improving, and always maintain a positive attitude until you achieve your desired outcome of more sales.

Focusing on the process keeps you in the present. This helps you to eliminate the emotions of fear and hate of being rejected. These negative emotions lower your chemistry and performance.

All I have to do to help you to become more successful in sales

is show you how to reduce your negative emotions and increase your positive emotions. The more you learn to control your emotions, the better you will perform. The more you understand your product or service and master the techniques of selling, the more you will succeed. It doesn't get any simpler than that.

In sales, just as in life, most negative emotions originate from concerns about the outcome. The key to controlling your emotions is to realize that you cannot serve two masters and be effective. You can choose to be process oriented or remain focused on the outcome, but you can't do both.

If you insist on serving two masters by being concerned with the outcome, instead of improving the sales processes of prospecting, presenting and closing, you greatly diminish your chances of success.

While you may not be able to control the outcome, you can control your thoughts and actions required to improve and execute the process of selling. Success in mastering a process builds confidence and improves your brain chemistry, making it easier to achieve your desired outcome of more sales.

How your brain chemistry affects your ability to perform, and how to optimize it to communicate and sell at higher levels, will be explained in Chapter 4: *Improve Your Brain Chemistry*.

If you do the work required to master the process, it is only a matter of time until you reach your outcome goals. You can only fail if you allow your negative inner dialogue to cloud your thinking and cause you to give up your dreams. An important process that will

improve your mental game and your success in sales is to reread this book, or the parts that you relate to the most, many times until its concepts become a part of your mental makeup.

Before we leave this chapter on goals, having specific goals and writing them down are very important steps on the road to success. However, many salespeople do not have written goals. How about you? Do you have goals? Do you write them down? Written goals have a mysterious way of becoming real, which is explained in Chapter 10: *Cause and Effect: Attractor Fields*.

There are two main reasons why most individuals don't write down goals. The first reason is similar to why many people stop making New Year's resolutions. You do not keep your resolutions or goals, so you stop making them. I will show you why you fail to reach your goals, what adjustments to make in your thought process, and how to build the necessary mental strength to reach your goals. Part of the process is to write down what you desire to accomplish.

The second reason individuals do not write down their goals is that it is time-consuming. Also, your goals may change and have to be rewritten.

A shortcut for keeping written goals is to use 3" x 5" index cards. Take a stack of index cards and write down each thing you desire to happen in your life (short, medium, and long-term goals) on a separate index card. Next, put them in order of importance to you. Do not be concerned with what you consider is realistic or unrealistic to accomplish. Just write it down and place it in its order of importance.

As your goals change, toss out the cards that no longer apply and add new ones. Then, rearrange the cards in their order of priority. This method for keeping written goals is easy. It saves you a lot of time.

After you write down your outcome goal cards, write down your process goal cards. For example, an outcome goal card may be “I am making 2 sales this week.” While process goal cards may be “I am making 100 calls a day”; “I am giving 5 presentations a week”; or “I am reading my goal cards twice a day every day, morning and night”.

I recommend reading your index goal cards twice a day. Before you go to sleep at night and in the morning when you wake up. If you do, you will be amazed how many of your dreams will come true. Sometimes it may take weeks, months or years for your goals to materialize. However, if you do this on a daily basis, you will be way ahead of the game. The goal cards keep you on course by reminding you where to focus your energy every day to attain your desires. I even write my daily to-do list on an index card every morning.

If you are serious about increasing your success, make it a priority within the next three days, if not sooner, to buy a pack of index cards. Write down your outcome and process goals on separate index cards. Next, start reading these cards twice, or at least once, a day every day without fail. If you do this, you will have taken a giant step towards increasing your success in sales, as well as in your life.

These index goal cards act as your own personal trainer by keeping you honest with yourself and your desires. They will keep you from rationalizing and making excuses for not achieving your goals. If

you don't read your goal cards on a daily basis and carry out your goals, you only have a wish to be successful and will fall short of your goals. Can you honestly say that you are doing the work necessary to increase your sales? Be honest with "The Guy (or Gal) in the Glass."

### ***The Guy in the Glass***

*"When you get what you want in your struggle for pelf (money),  
And the world makes you King for a day,  
Then go to the mirror and look at yourself,  
And see what that guy has to say.*

*"For it isn't your Father, or Mother, or Wife,  
Whose judgment upon you must pass.  
The fellow whose verdict counts most in your life  
Is the guy staring back from the glass.*

*"He's the fellow to please, never mind all the rest,  
For he's with you clear to the end,  
And you've passed your most difficult, dangerous test  
If the guy in the glass is your friend.*

*"You may be like Jack Horner and "chisel" a plum,  
And think you're a wonderful guy,  
But the man in the glass says you're only a bum  
If you can't look him straight in the eye.*

*"You may fool the whole world down the pathway of years,  
And get pats on the back as you pass,  
But your final reward will be heartache and tears  
If you've cheated the man in the glass."*

*-© 1934 Peter Dale Wimbrow - (1895-1954)*

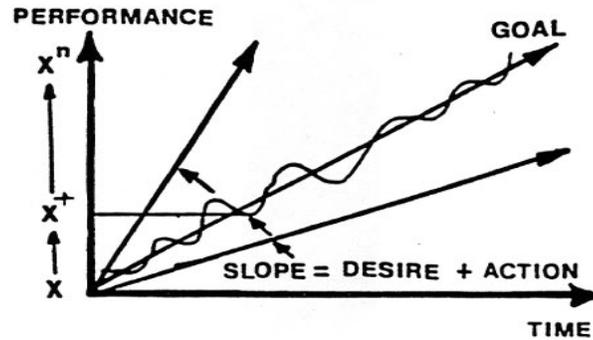
## Chapter 3

# Performance Over Time

As you read this book, it will take time for your mind to assimilate and adjust to the concepts being explained to you. Rarely do individuals dramatically improve their performance overnight, but it can happen.

In Ruby Fox's situation, she had already spent many years of her life developing her skill set in pistol shooting. What helped her was to explain how emotions affect the chemistry of her brain and performance. Once she understood and fully embraced this concept, Ruby was able to release her fear of not making the Olympic team and focus totally on the process of being in the present. The rest is history.

Normally, performance improves over time in an up and down progression moving in a gradual upward direction as your mind starts to assimilate this new information. By aligning your thoughts and actions with the standards set forth in *The Mental Keys Training Program* you will gain the strength and ability to master the mental processes that allow you to successfully reach your goals as your brain chemistry and awareness continue to increase.



This diagram illustrates how performance increases over time.

As you start implementing *The Mental Keys Training Program*, you will find that your performance increases from X to X+. Sometimes, you regress from X+ or hit the “wall” and find it difficult to increase your performance to a higher level.

If this happens to you, it is a **red flag warning sign** that you have reverted to your old way of thinking of focusing on achieving the outcome instead of focusing on improving the process. It is important to realize that the outcome of achieving more sales is merely a by-product of improving the process.

You can continue to raise your performance to higher levels by increasing your desire and working even harder and smarter at mastering the processes explained in this book. To keep from backsliding it is important to read your goal cards every day and reread this book occasionally until its insights become part of your normal thought process.

The amount of time required to reach your goals depends on the strength of your desire and the action you take. It can be a fast

journey or a slow one. You set your own pace according to the strength of your desire and the action you take. I hope you realize that desire without action is only a wish. A wish is not strong enough to reach your goals.

It is paramount that you realize you can dramatically increase the power and efficiency of your brain by optimizing the chemistry of its cranial fluid. The more times you study and use this mental training program, the smarter and more efficient you will become as you continue to enhance your brain chemistry. As a result, your natural abilities will keep increasing and make it easier to be more successful in sales and all of your endeavors.

The next chapter gives you a conceptual understanding how the chemistry of your brain impacts all of your abilities and functions. This, in turn, determines how well you perform in everything you do, not just sales. I'll explain what affects your brain chemistry and how to optimize it to perform at much higher levels.

For more information visit

<http://mentaltrainingforsales.com/>

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