

## Switch on your Selling Brain

Category – Cognitive Fitness and Sales Success

Why is Cognitive Fitness so effective with improving sales? Sales is a business term, however it is also a metaphor for life achievement. In the words of Mahatma Gandhi, “Your life is your message”, we are all walking billboards and spokespeople for ourselves and our lives. Whether it’s in the classroom, the boardroom or daily life, we all benefit from making the whole brain connection – aka, “Switched On”!

Typically, a company or individual invests in sales training to make a significant difference in the bottom line of their business. Effective training will lead to learning and growth that is also transferrable to all areas of life; including relationships, health and personal development.

Frequently, sales training focuses on sales techniques instead of addressing the subconscious blocks and wiring that keep salespeople from achieving their potential. The very blocks that also limits one’s ability to connect with others, themselves and improve their quality of their life. When our deeper default wiring is not addressed, it’s like tending a garden by planting new seeds, but never weeding! Eventually the weeds take over, and there isn’t space for the fruits to grow.

Brain wiring is key, the wiring system of the brain is based on how the neuro nets are activated and will lead to how your brain interprets information in all areas of life. Here is a business example; a sales rep watches the news which is littered with content on how slow and distraught the economy is and by chance the next day all of their cold calls are rejected. While rejection is a natural part of life and the sales process, the person may automatically make a link between the state of the economy and how their sales outcomes will now play out. This is completely overriding what they personally can affect and produce. Now the economy and their ability become one. Alas, more seeds limited by weeds!

The brain cannot distinguish between good and bad, information to the brain is determined by our personal lens and the beliefs that govern us.

Let us teach your sales team how Cognitive Fitness tools like Brain Gym which are fast, easy and effective ways to wire your brain for greater success by improving focus, organization, building confidence, taking action, developing creative solutions, and shifting to positive attitudes so you can;

- BREAK through sales blocks!
- TURN OFF stress and negative emotions!
- Cognitive Fitness tools to get you the results you want! (i.e., organization, bottom line, time management, productivity...)

It specifically focuses on the rewiring level, it is not sales training per se it's Cognitive Fitness Training for Sales. It will give you a leading edge tools to become a successful sales person or shift your sales in a slow economy.

A client of Jerry's, the South Carolina Farm Bureau Insurance Company, conducted a study on the Switched-On Selling seminar and documented an increase in premiums of 71% over a four month period for those who attended this one day training. You can't find another seminar that gets those kinds of changes.

How did these changes happen? By using very simple and easy-to-do body movements called Brain Gym® which facilitate the integration of both sides of the brain, direct changes in brain functioning and a reduction in stress levels takes place in the body and the mind.

Brain Gym was originally developed by Dr. Paul Dennison and Gail Dennison for children and adults with learning disabilities. Their discoveries gave students who were averaging Ds and Fs the capability to become A-level students in only one semester. In the Switched-On Selling book and seminar, Jerry adapted the simple body movements and exercises in Brain Gym so these same principles could be used to assist sales professionals. With the integration of the brain towards the goal of success, the task of selling becomes easier and less stressful, resulting in huge successes such as those experienced by the South Carolina Farm Bureau Insurance Company sales force.

**Using Cognitive Fitness as an** approach to selling, you will now have the missing piece to enable you to succeed. Fear of rejection, cold calling, and asking for referrals, as well as, any of the other sales challenges you face will dissipate and be gone. So switch your brain on today...it will pay dividends for years to come.

[View Brain Gym clip on U-Tube](#) Want to try Cognitive Fitness? Check out our [Movement of the Month](#), you can also share it with a friend.

Learn more about your brain and gain understanding of the simplicity of the brain's ability to grow and rewire itself for enjoyment, efficiency, achievement and health, consider joining one of our personal/professional development courses and make some new brain links for your success! Cognitive Fitness is easy and extremely beneficial to us all, no matter your age or ability. [Next Courses...](#)

Jill Hewlett and Sharon Todd are co-founders of Brain Works Global Inc., licensed Brain Gym® Trainers and Cognitive Fitness Experts. Their company trains clients on how to maximize their learning potential while working in conjunction with their individual goals.

For over a decade [Jill Hewlett](#) has been providing inspirational and educational [keynotes](#). As well, Brain Works Global provides [in house](#) and [community training](#) and personal and professional coaching services to a wide range of [organizations](#), [schools](#) and the [community](#). For more information go to <http://www.brainworksglobal.com> or call Sharon Todd, Director of Sales and Operations 905.235.5546

