



RAY EDWARDS

LIVE WITH JOY. LEAD WITH PASSION. PROSPER WITH PURPOSE.

The Greatest Persuasion Secret Known to Humanity Episode 186

Sean: Today is the day.

Ray: The day.

Sean: The day where you learn the greatest persuasion secret known to humanity.

Ray: What, the greatest persuasion secret known to humanity? Amazing.

Sean: That's what we have for you today, that and many other goodies, like why does God bless us? What do we have to do?

Ray: To get his blessing...

Sean: Correct.

Ray: There's a formula. There's things we have to do, a checklist.

Sean: A checklist.

Ray: Oh wait, maybe not. We'll find out.

Sean: We'll also talk about the healthiest way of eating known to humans.

Ray: I'm making a lot of big claims on this week's show.

Sean: This is a big claim show.

Ray: The greatest things known to humans, we should just call it that.

Sean: Then we have an interview with Go Giver author Bob Burg.

Ray: Although now he may not want to be on the show, because of all these big claims that we've made. That's probably not true, he probably still wants to be on the show, because he wants people to buy his book.

Sean: That's right.

Ray: That's true, so hang in there.

Spiritual Foundations

Ray: So, why does God bless us? Is it because we do a certain formulaic thing, like we pray in a certain way or we do certain rituals or we're good for a long enough period of time, like we didn't say a swear word for 10 days in a row? Or we didn't look at the lady in the bikini? Is it because of stuff like that or is it because we didn't envy what our neighbor has, like their new car?

Sean: Yeah.

Ray: That's why?

Sean: That's why.

Ray: Then I am hosed. I'm not going to get very many blessings, because it seems like I'm always doing something that's not exactly perfect.

Sean: You're breaking one of the rules...

Ray: One of the 635 rules...

Sean: ... in the New Testament.

Ray: ... in the New Testament. You thought we were going to say something else. Study and look it up on the Internet.

Sean: No, there aren't actually 635 rules, well I mean...

Ray: Some people think there are.

Sean: Think there are...

Ray: But there are not. For the New Testament view on this whole subject I'm going back to the Old Testament. That's right, because the New Testament is in the old concealed and the Old Testament is in the new revealed.

Sean: Ha. It's catchy.

Ray: Ponder that. I didn't make that up and I don't remember who did. Exodus 16:11-12... *And the Lord spoke to Moses saying, I have heard the complaints of the children of Israel. Speak to them saying at twilight you shall eat meat and in the morning you shall be filled with bread and you shall know that I am the Lord your God.*

Think about this. What he's saying is okay, I've heard them complaining and griping about everything I've done for them so tonight I'm going to feed them a nice dinner and tomorrow I'm going to feed them a nice breakfast. What is up with that? Here is an interesting fact to note, before the law was given, nobody in Israel died when they came out of Egypt. Now, they murmured, complained, they griped and groaned, moaned and said bad things about God and Moses, but not a single one of them died. That is grace, undeserved favor.

The first person I ever heard to teach this idea was Joseph Prince out of Singapore and like many things that Joseph Prince says, my first reaction was, that can't be true that's ridiculous. Give me a Bible, I'm going to prove him wrong. Because that's the spirit with

which we want to approach teaching. So I poured over the pages of the Old Testament looking for a text where I could prove him wrong and I couldn't find one because there's not one in there. I can't find anyone who died before the law was given, after the nation of Israel was led out of captivity in Egypt.

So, when Israel went from Egypt to Mt. Sinai they were under the Abrahamic Covenant. That's the covenant that God made with Abraham, who came before Moses. For those of you who may have dozed during Sunday school, I'm just giving you a refresher. God first made a covenant with Abraham and it was a covenant of grace. Abraham believed God and God said okay you're righteous I like you, we can hang out. That's grace.

The law only came in when the 10 Commandments were given to them at Mt. Sinai. That wasn't even God's idea. I know some of this is probably freaking you out, probably sending you running to the hills crying, heretic, what is He saying! Read it in your Bible. You can use the easy version if you want, use the message. It's not really a Bible but it's close. You can understand it and NLT and NIV are good as well, very readable, you don't have to read the old King James.

It was the people's idea for the 10 Commandments. They said to Moses, we're scared of God, you go ask him what He wants us to do and we'll do it. Whenever I read that I just want to smack them. Why did you say that? Do you realize how much trouble you could have saved us? Anyway, God said all right you want some laws I'll give you some laws. Up until then, in spite of their sins God delivered them out of Egypt, gave them supernatural provision. None of it was based on how good they were or how faithful they were, it was all based on how good God was and how faithful He was.

So the great news is, and you knew there would be great news right? The great news is, we are under the new covenant, the better covenant, the superior covenant, the covenant of grace, the covenant that God wanted us to have to begin with, but we had different ideas so He said okay try it your way for a while and see how you like it. I'm not sure He used that tone of voice, I may be inserting my own personality.

Sean: Speculating.

Ray: That's right. The word grace means literally, unmerited favor and that's what we get from God. His blessings and provisions for us are based entirely on his goodness and on his faithfulness, that's how we get blessed. We are blessed because God is good and that ought to make you happy.

So my advice is just be on the lookout for God's goodness today.

Tip of the Week

Ray: I want to sing a song, but I've learned I could only pull that off one time successfully, so I'm not going to do it.

Sean: You're not going to whistle like right now.

Ray: Yes I am. What troubles me is that there's some poor soul out there who actually thinks we're whistling. Maybe not. How to start eating a healthy diet, the healthiest diet known to human. Okay, that's a claim I'm making that may or may not be true but it's a healthy

diet called the **Ketogenic Diet**. What's it all about? It's not a new idea it's an old idea. It's in your bones.

Sean: It's in your very DNA.

Ray: In your DNA, put into the code that makes you who you are. The idea is to get your body to start using fat for fuel, instead of burning sugar for fuel. To do that you have to restrict your intake of carbohydrates or as I call them, garbage hydrates.

Sean: Or as I like to call them, hmm delicious.

Ray: They are so good. And also as I've learned to moderate your protein intake. Did you know that protein actually can turn into sugar?

Sean: That doesn't surprise me.

Ray: It surprised me, I thought I could eat all the protein I wanted, but it turns out you can't. We should be eating as much saturated and mono unsaturated fats as it takes to feel full and that's the basic template for the Ketogenic Diet. It may sound something like the Paleo Diet. Paleo and Keto work together very well. If you start eating like this it will take you about two to four weeks to achieve Keto Adaptation and start switching from burning sugar to burning fat which you do by producing something called Ketones, the molecule your body uses for energy.

It turns out you don't need carbohydrates for energy, regardless of what you've been told. Ask the Inuit people, they don't have a lot of potatoes growing in the frozen wastelands.

Sean: No, I guess they don't, do they?

Ray: No they don't.

Sean: So you're saying you don't need to keep your carbs in a good place to make sure you have fuel at the gym?

Ray: No, you don't. Are you eating enough carbs?

Sean: You have to make sure you eat enough carbs.

Ray: That's where we get our fuel...? You can get fuel from there, but then you'll be fat.

Sean: And you don't lose any weight. You burn the carbs in your stomach and not the fat.

Ray: And that's a problem. It's not how you were designed. So there's a doctor named Dr. Woodiat, who discovered this Ketogenic Diet thing and found it was beneficial for preventing things like epileptic seizures and it's used as a treatment for seizures that don't respond to medications, although it seems they should try the Ketogenic Diet first, but here we are, 21st Century.

Scientific studies have shown that this diet can also help many of the most catastrophic neurodegenerative conditions, including autism, Alzheimer's, Parkinsons, ALS (aka Lou Gehrigs), narcolepsy, schizophrenia, bipolar disorder, traumatic brain injury and stroke.

Additionally, there is now strong evidence that other diseases can be improved with a Ketogenic Diet, such as Type II diabetes, cardiovascular disease, polycystic ovary syndrome, irritable bowel syndrome and man you don't want an irritated bowel.

Sean: No.

Ray: When your bowel gets irritated it messes up your whole day.

Sean: Yeah and no one's happy.

Ray: Heartburn, non-alcoholic fatty liver disease and we're now seeing emerging areas of research for the effects of a Ketogenic Diet on cancer, especially brain cancer, migraines, gum disease, acne, hair loss and a lot more. This diet is the real deal and it's actually not a diet it's just the way your body fuels itself most efficiently.

Here's the hard part about the Ketogenic Diet, there's two parts.

First, we live in a carbohydrate oriented culture.

Sean: Yeah, you know, bread is like...

Ray: Make sure you get enough grains in your diet.

Sean: This needs to be the biggest part of your diet.

Ray: Here's a healthy way to start your day, have a bowl of cereal with milk...

Sean: A piece of toast...

Ray: ... and some jelly...

Sean: ... and some fruit...

Ray: ... and some orange juice, that'll start your day off.

Sean: ... that's a healthy breakfast right there.

Ray: That'll shoot your blood sugar up to about 150...

Sean: If not higher.

Ray: ... and soon you'll be a diabetic.

Sean: Yep. But it's good for you. No it's not.

Ray: Nope that's not a good way to do it. A good way to do it is to eat the way you were designed to eat and the difficult part of it is, this is just now becoming known. The science has been known for quite a while, but the marketing machine that has put the low fat, high carbohydrate diet into the mind of the American public, that's a hard one to overturn so it's taking time.

One of the problems with eating like this is finding cookbooks that actually contain the nutritional values of the food you're eating.

Sean: Yeah, because they have like, like Paleo people have this ethos...

Ray: This thing about, we don't count carbs or calories, we just eat the way cavemen ate.

Sean: I kind of understand, but the problem is we also don't live like caveman. We don't hunt our own food.

Ray: Cavemen didn't have iPhones. Case closed.

Sean: I need to know how much I'm putting into my body versus what I'm burning.

Ray: This is a long winded way of saying, check out the Ketogenic cookbook, nutritious low carb, high fat Paleo meals to heal your body by Jimmy Moore and Maria Emerick. It's a stellar cookbook. It has photos of each meal and it has the nutritional counts.

Sean: Awesome.

Ray: And it has a meal plan for... if you're trying to gain weight there's a plan for that and if you're trying to lose weight there's a plan for that. If you're trying to maintain there's a plan for that and it shows you all the nutritional values of the meal plan and what's amazing is all the meal plans every day is less than 30 grams of carbs a day.

Sean: Whoa!

Ray: There's a lot of people right now that have tuned out thinking this has turned into a diet show, what happened?

Sean: It's turned into a health show.

Ray: Tip of the week, make your life longer and make you not dead. Help you avoid being cracked open like a lobster on the operating table to have your heart bypass performed. Just saying, if this diet seems extreme, think about how extreme that procedure is. Food for thought.

Feature Presentation

Sean: All right here we are, today's the day.

Ray: Today is the day.

Sean: Today is the day that you learn the greatest persuasion secret known to humanity.

Ray: I want to give a big acknowledgement and thank you to Blair Warren of BlairWarren.com. Apparently he's no longer updating that website, but he wrote this book called the One Sentence Persuasion Technique. You can find it on the website. It's a short book, 15 pages and it's very powerful and well written. I'm going to tell you what the most powerful persuasion secret known to human is and I didn't come up with it, Blair Warren did. I think he just uncovered what's true about how humans operate psychologically.

I'm going to break it down for you so you can start putting it into practice right away. People will do anything for you, if you will do the following five things for them. If you do one of them it's powerful, but if you do all of them they will do anything for you, including drinking your poison Kool-Aid, so use this with care.

Sean: Note: we are not endorsing cult leaders.

Ray: No, do not become a cult leader. People will do anything for the person who will...

1. Encourage their dreams
2. Justify their failures
3. Alleviate their fears
4. Confirm their suspicions, and
5. Help them throw rocks at their enemies

Sean: Now seriously, this is a powerful tool. Do not use it for evil.

Ray: Presuming that you're on the side of the light and that you are not going to use this tool for evil, and if it is being used for evil, at least now you have the knowledge to recognize what's being done to you if someone is trying to manipulate you with this. You can help people achieve their best life, achieve the best outcomes that God intended for them if you encourage their dreams.

God plants dreams inside of us. There's a reason you want to be an auto mechanic or you want to ride horses or you want to paint, draw, write books or whatever it is you're drawn to do, whatever you're passionate about. There's a reason you have those desires. The very word desire, the root word comes down to, of the Father.

So, if you encourage people's dreams they're inclined to agree with you, what a surprise. If you can help them justify their failure, and by this we don't mean a false justification, I'm not suggesting you let them off the hook when in fact the reason they are 500 pounds overweight is because they eat nothing but Fritos all day long.

Sean: And you don't go in there like yeah it is your jeans, you're just big boned.

Ray: Maybe you should put down the Fritos. You could justify their failure this way. Look, I understand it's hard in today's culture, you live in an environment where you're surrounded by messages that say eat more of these chips. Everything that you're receiving, all the communication you receive encourages you to eat the wrong way, so in that way it's not your fault.

Sean: And even sometimes advertising tells you that you should cope with your fears and pains by eating.

Ray: That's not a good idea.

Sean: No, but then you can encourage their dreams and tell them the truth at the same time.

Ray: That's correct. Once you know the truth and you continue to do the bad behavior, then it's your fault. Just telling you the truth in love.

The third thing is if you alleviate their fears, if you help them get over your fears. It makes sense right, if you suffer with fear of something in your life and somebody can come along and give you freedom from that fear and make you no longer a slave to fear, you would do anything for that person. The next one is a dangerous one.

If you will confirm their suspicions. I knew there was an organization called the Trilateral Commission that's in control of the world's finances and are ready to bring down the world's governments and set up a one world order, put a stamp on my forehead and my hand. I knew it.

Sean: Yeah, your suspicions are right man, you're totally right.

Ray: See, I knew I liked you. You're smart. We should form a club.

Sean: Let's call it the Illuminati.

Ray: No, those are lizard people from outer space. If you confirm your suspicions people will appreciate you. They like it because you're endorsing their opinion, you're acknowledging their intelligence.

Sean: Don't lie.

Ray: No, we're saying don't lie. Now, if their suspicion is you know, I think a lot of what I'm fed by the media is designed more to sell advertising than it is to actually inform me about what's going on in the world without any kind of slant one way or the other. If you confirm their suspicion of that; that would be a good suspicion to help them unearth and realize they should think about what they're told. Like even this show, don't believe everything I tell you, some of it's wrong.

Sean: Seriously.

Ray: I don't know which parts, I'm convinced it's all right at the time I'm saying it and then later I listen back and think, I might have been off on that one. I know this freaks you out and you're thinking, but I thought everything you said was true. That's a mistake.

Sean: Yeah.

Ray: Don't do that. People will do anything for the person who will help them throw rocks at their enemies. We do have enemies that are one day going to get some pretty big metaphorical rocks thrown at them.

Sean: Or maybe literal, we don't know.

Ray: We don't know how that's going to go down. No, these are not the unsaved. I know what you were hoping for.

Sean: Hell was made for Satan and his demons.

Ray: What, that's blasphemy.

Sean: Yeah, well.

Ray: Where'd you get that idea?

Sean: The Bible.

Ray: What?

Sean: It's in the Bible.

Ray: It's in the Bible. It says what?

Sean: It says that hell was made for the devil and his demons.

Interview with Bob Burg

Sean: It is time for our interview with Bob Burg, author of The Go Giver.

Ray: Welcome to the show, Bob, it's so good to have you here.

Bob: It's great to be with you, Ray, thank you for having me.

Ray: Your book is called The Go Giver and it seems to contradict what traditional wisdom says, so my question for you is to ask, is that on purpose?

Bob: That's a great question. I think any time you put together a book you want the title to be attractive and maybe a little bit of a pattern interrupt, so I think as you say it's not traditional. So when they see The Go Giver, what could that be about?

Ray: Right, what does that mean? So what's the premise?

Bob: The premise is actually very simple. It's simply that shifting one's focus, and this is the key, from getting to giving and when we say giving in this context we simply mean constantly and consistently providing value to others and that doing so is not only a pleasant and nice way to live life, it's actually a very financially profitable way as well.

Ray: To people who would say that's naïve, Bob, that doesn't work in the real world, what would you say?

Bob: Well, I understand them feeling that way because that's sort of the messages we get from the world. When I was growing up the big show on TV was Dallas and you had JR Ewing, who was the most ruthless, cunning, horrible businessperson and yet, he always seemed to do the best. Then you look at TV shows today and movies and that's sort of the message that we get.

So it's easy to see when people see The Go Giver and they see the name and think, he must mean just giving things away or just being nice and everything will work out and that's not what it's about at all. It's interesting, Ray, because in a free market based economy where the basic characteristic of such is that no one is forced to do business with you. They're not going to do business with you or buy from you because you have a quota to meet or because you need the money or because you think they should or because you're a nice person. They're going to do business with you because they feel it's of greater value to them to do so than to not do so.

Because of that, as the businessperson it's absolutely incumbent and vital that you absolutely positively focus on bringing value to them, that you focus on them. Again, in a free market there's no other way to be successful, you must put them before you.

Ray: This is interesting because when I first got started in the world of business, one of my first jobs was a sales job and I read a book that was given to me by my sales manager. One of the first lessons in the book was, you need to look at those customers as if they were a bag of groceries. At the time I was like, I don't like the way this makes me feel. This organization that I was part of was all about doing the opposite of what your title is. It was all about being a go-getter, let's go get some people.

We would come in at the end of the day and literally, the question would be, how many did you get?

Bob: I'd say they were probably the more go-takers. They were focused on the take and not focused on the other person and providing value to them. I don't know how successful this company was, they may have been very successful but they were successful despite themselves. I'll tell you what even if they were that way and their leadership was that way and that was their culture, in order for them to be profitable, I guarantee you they had to on some level, even though in their case it was unconscious, follow the five laws in the book.

Because again, unless there was some sort of cronyism involved where people had to do business with them, no, you've got to put the other person's interests first because otherwise the other person isn't going to do business with you.

Ray: Yeah, and who wants to be looked at as a bag of groceries?

Bob: Exactly, and people can tell.

Ray: So you talked about the five laws of stratospheric success. I have these posted in my office.

Bob: Sure and the five laws work together holistically. They build upon one another. The laws themselves are those of...

1. Value
2. Compensation
3. Influence
4. Authenticity, and
5. Receptivity

Value – says your true worth is determined by how much more you give in value than you take in payment.

When you first hear that it sounds counterintuitive. It sounds so opposite of what the other company did, but it sounds like it could never work either, because how do you give more in value than you take in payment and stay in business?

Ray: Yeah, exactly.

Bob: So we simply have to understand the difference between price and value. Price is a dollar amount. It's finite and it is what it is. Value, on the other hand, is the relative worth or desirability of a thing to the end user or beholder. In other words, what is it about this thing, this product, service, concept, opportunity, philosophy, idea what have you, that brings so much worth or value to that person that they will willingly, again in a free market, exchange their money, time, energy, etc. for this, while you make a very healthy profit.

A quick example might be something as simple as hiring an accountant to do your taxes. This accountant charges you \$1000, that's his price, but what does he give you in value in exchange? First, through his years of study, his experience, his asking you the right questions to find out about your business and what you're looking to accomplish by providing that entire experience. He's able to save you \$5k on your taxes. He saves you countless hours of time and he provides you with the security and peace of mind of knowing it was done correctly.

So we see first that again, while price is finite, value can be both concrete in terms of the \$5k savings which is easy to wrap our arms around, but it can also be conceptual, in terms of peace of mind which probably holds more worth or value than even the money saved. So what he did was to give you well over \$5k in value or use value in exchange for a \$1000 price or cash value. So he gave you more in value than he took in payment, so you feel terrific about it and he made a very healthy profit, which he should.

Now, this took place because he wasn't focused on the money, he was focused on you and providing you value. This is why we say that money is simply an echo of value. It's the thunder to values lightning, which means nothing more than that the value must come first, it must be the focus. The money you receive is simply a very natural and direct result of the value you've provided.

Ray: That makes total sense. The initial proposition that you give more in value sounds ridiculous, but when you break it down like that it makes complete sense.

Bob: Right. In the book we used Ernesto in the restaurant. You went into his restaurant, it was a high end restaurant in a swanky part of the city. You probably spent a good couple hundred bucks when you went there, but the whole experience with the food, service, ambiance, and how great they made you feel, you may have spent a couple hundred bucks but you came out feeling like a million bucks.

Of course, the cost of goods sold and of running the restaurant was less to Ernesto than what he charged. So both parties, and this is the very characteristic of a free market based exchange, profited. Both parties came out better off than they were before the exchange.

Ray: That is a beautiful thing. I've lived it in my own life. I took my family to a vacation at Disney World and you can spend a lot of money there, and we did. But the value we got back was lifetime memories. The cost of the trip was inconsequential to the memories that will last all of our lives.

Bob: Exactly. You got much more in value than what you paid and everyone won.

Ray: Yes. Absolutely.

Let's hit on at least one of the other laws, and I highly recommend everyone get the book. You may think he's already given you the list of the laws, but you're only getting the tip of the iceberg here, you need to read the book. It's an experience reading the book.

Bob: Thank you.

Ray: Thank you, it's been such a blessing to me and I've given it away to so many people and that's how we actually got connected, because one of the people I gave it to said, you should talk to Bob, I've actually spoken with him.

I have a friend and one of his favorite sayings is... *there's always an audience for authenticity*... and one of your laws is for authenticity, so what does that mean to you?

Bob: In the story John David Mann, my excellent co-author, we defined this as the most valuable gift you have to offer is yourself. One of the mentors in the story, Debra Davenport, shared a very important lesson she learned which is, all the skills in the world, the sales skills, the technical skills, the people skills, as important as they are... and you and I both know they are very important... they're still all for naught if you don't come at it from your true authentic core.

When you do, when you show up as yourself day after day, week after week, month after month, people feel good about you. They feel comfortable with you. They know you. They like you. They trust you. They want to see you succeed. They want to be a part of your life. They want to be in relationship with you. They're much more likely to refer you to others. It actually is very good business to show up authentically and it feels better. We need to ask the question, why does someone not show up that way? Why do people sometimes show up more phonus bolonus?

I think we might default to, well, this person's dishonest or a crook and of course we live in a big world so there are all types. I don't think that's usually the case. I think usually, Ray, it comes down to that person really not having the self-confidence to be authentic. Not understanding their true worth or their value. I believe as human beings we have two types of value, two types of what we call authentic value.

- Intrinsic value – just by the fact that we were born, we are here, we bring value to the table.
- Market value – that is the combination of strengths, traits, talents, characteristics that allow us to add to people's lives and in such a way that add to the marketplace in such a way that we will receive from that, whether it's income or a combination of income and good feeling and respect or whatever.

I think what's key is for us to realize and we have to understand our strengths and our weaknesses certainly, but we have to grasp our strengths in order to lead with those strengths and sometimes as human beings, we're all so emotionally involved with ourselves it's sometimes hard to see those things as being strengths or of value when we're so used to them.

Ray: Yeah.

Bob: That's why it's so important, whether it's just a trusted friend or a coach or mentor or someone that can take a little bit of a dispassionate view and who cares about you but isn't so emotionally attached that they can't see the forest for the trees and they're able to help you identify those great strengths.

Ray: I think that's well said. The biggest influence in my life was a coach/consultant who said to me one time, we had a long conversation with me talking about my problem and I eventually arrived to the conclusion of how to fix the problem and I told him, we just talked for an hour and I figured it out for myself. He said Ray, 90% of my job is just to remind you of who you are.

Bob: That's beautiful.

Ray: It had a huge impact on me. You mentioned sales skills earlier and I know a lot of companies spend a ton of money on seminars, workshops and such to train people in sales skills. Do you think those kinds of things are important or not?

Bob: I think they're very important, because any salesperson, who considers themselves to be a sales professional continually learns and studies their craft. I believe sales skills are important, I just don't believe they're necessarily the determining factor in someone's success.

Let me explain. If you were to ask someone, what is the separating factor, the determining factor if you will, that separates the great highly productive, very profitable successful salesperson from the rest? You'd probably hear a few different things. You might hear they really believe in what they sell or they have a great product to sell. Is that true? Sure, I think most of us only want to be affiliated with a great product, one that we believe in. So yeah, great salespeople totally believe in their product, but then again so do a lot of average salespeople. So, is it important? Yeah, but I don't think it's the determining factor.

Someone might say what about product knowledge, don't the top salespeople know their product inside out, backwards, forwards, sideways, diagonally and every which way? Sure they do, but so do a lot of adequate salespeople or less than successful salespeople as well. So is it important? Sure, it's just not the determining factor.

Then you get to sales skills. Well, don't the sales professionals continue to learn and study? Don't they know every approach, every opening, every close, every objection? Yes, they do and they should, because sales is a skill, a mindset, there's a lot to being a sales professional. But here's the funny thing, so do a lot of average salespeople know all the sales skills and those things. So yes, I think they're all important but I don't think they're the determining factor.

When it comes right down to it, the separating factor, what makes the great salespeople great is they have an absolute laser focus on the other person. They understand that great salesmanship is not about them it's about the other person. This was verified in a wonderful report of a case study in Adam Grants, excellent book Give and Take. That was meant to determine why the most lucrative financial advisors, stockbrokers in Australia were at the top of their game and why they so outsold everyone else. Of course, financial acumen was a part of it, but sure the very important, ability to work hard, they all had that but that wasn't the determining factor.

The determining factor was those at the very top of the income spectrum simply put the needs and interests of their customers before themselves and before their companies, and because of that both they and their company's profited greatly.

Ray: See, this is just an example of the kind of teaching that you do that I think is totally counterintuitive to most sales training. I think there are a lot of ideas or lenses that people use to look at sales through and you have some completely different ideas. Would you agree?

Bob: I think they're different to the people who are not maybe having as much success as they'd like and maybe don't know why because they've taught a different way. But people like yourself, people like so many other great leaders, coaches and salespeople have been doing this all the time. They may not have put a name to it, but they were doing it.

When the book first came out the first wave of emails and feedback that we got was from the corporate leaders and top salespeople, this is how they live their lives and conduct their business. They were thanking us because they said this is what they've been trying to tell people. This is what I've done and it's nice to know I've been doing the right thing. They could measure they did the right thing because they were sustainably profitable.

Sure, I think there are a lot of people who don't know this and it surprises them. What was so cool was that the next wave of people who heard about the book from those first people, they found their businesses being transformed. None of this is original, we know that. These are successful principles from time in memorial, we just gave them a certain name and put certain laws to them. But, I would suggest that the successful people, wherever there have been market economies and buyers and sellers, I suggest it's probably always been this way on some level.

Ray: I think you're probably right. You talk about the value, the importance of names and how important that is. You have some of the most interesting things in your book that I think throw people off. You called it a pattern interrupt, so the name of the book is The Go Giver. Do you find that people ever get confused about what you mean by Go Giver?

Bob: Absolutely. Before the read the book and they see the title they tend to think it's saying something like, we're not concerned about making a profit just giving. No, not at all. Go Givers make a great profit. In fact, I would say that Go Givers not only make a bigger profit than most, they tend to be on the upper end of price because they don't try to sell on low price they understand that's a losing game. They understand that unless your last name is Walmart, they do a pretty good job of that, otherwise selling on price is not a good way to do business.

When you try to sell on low price you're a commodity. When you sell on value you're a resource. So we teach people when you sell as a Go Giver you're selling on high value, not low price. Because of that you're dealing with a much more quality clientele, you're making more profit, you're having more fun, business is a lot less stressful and more profitable. The Go Giver part is, you're focused on the giving of value.

Those kinds of things, I think it's natural that people will think and hopefully after they read the book they understand that's not the case.

Ray: If they read the book they have to understand, you can't read it and not get the message. One of the things you say in the book that I think might throw people off is you say, you can't make a sale. Don't we make sales every day though?

Bob: This is a funny one. We're being a little semantic here, but John and I, were thinking about it that again if you look at the relatively free markets in which we live in society, you literally can't make a sale because you can't make anyone do anything they don't want to do. You can't make them buy from you so you can't make a sale. What you can do is you can create the environment where that person knows, likes and trusts you. They respect you in your judgment. They've come to see where your product or service, the benefits of such is going to meet their needs and desires and they choose to buy.

So while you can't make the sale you can create the situation where the sale is made and you are there to receive the sale. Again we say isn't that semantics? We would say yes it is and at the same time, semantics can be very important, not just in what we tell others about what we do but in what we tell ourselves about what we do, because Ray, if a person's going out there to make the sale then it's all about them. On the other hand, if they're out there to simply create the environment where that other person buys, chooses to buy because they realize it's in their best interest to do so, then our focus is on them and that's exactly where it's supposed to be.

Ray: That's beautiful, well said. I have one more. I want to give you an opportunity to talk about the law of left field.

Bob: This is a funny one and I learned this from John, my co-author. He had actually written about this in an article years ago. We thought it made so much sense. The law of left field and it's not its own law, there are just five laws. It's not a sixth law it's actually a sub-law or mini-law within the greater law of receptivity.

The law of left field simply says the greatest gifts will come to you at moments and from places you least expect. First, when you live your life and conduct business according to these principles, all sorts of value showers down upon you from that unnoticed, unseen place. It's that unexpected referral you receive or it's going somewhere where you didn't really want to go, but you did it because you knew it was the right thing to do and you happened to meet a very lucrative new customer.

The type of things where you say wow, I didn't expect that, that came right out of left field. This is what's so important and I think it's vitally important to understand. There's nothing magical about it, nothing mystical about it. We can't know where these gifts will come from, only because we can't know exactly where our influence is spread, but spread it has. You've planted so many seeds of great will, so many people know, like and trust you and want to see you succeed and want to be a part of your life that the world has now become what we call a benevolent context for your success.

While you can't necessarily see it's operation there is indeed, cause and effect. The cause is giving. The effect is receiving and that's the key. You give, not because it's a strategy, but because it's a way of life. Again, you're not giving in a way... when we say giving or placing the other person's interest first, there's nothing about that which means being a doormat or about being a martyr or self-sacrificial. Everything should be congruent with your values and should always be win-win in nature.

But when we have that kind of giving spirit, if you will, great things while they happen very logically, sometimes it doesn't seem like it's logical it seems like it's just out of left field.

Ray: That is so true and I'll give you an example from my own life about how that came about. My wife would sometimes say to me over the years, I've done favors for people and haven't been compensated and sometimes she would say why do you do that? I would say, I'm scattering seeds. One day a few months ago I got a call from someone who had been referred by one of these people I had done a few favors for.

This person said I want to hire you to write some copy for us, because that's part of what I do is writing sales copy. I said I don't do that for clients anymore, I teach, lecture and have programs online to teach people how to do this but I don't write copy anymore. They said no you don't understand, we were referred to you by this guy that we both know and he said you're the guy. What would it take to get you to write for us? I said you don't understand I don't do this anymore. He said, listen to me. We just had a huge product launch and he gave me an astounding figure. He said we are cash rich, so what would it take for you to say yes? Bob, I thought well, I'm not going to turn this down and I gave him a number. He said fine, I'll send you a check how do we get started?

I just realized at that moment and thought about your book. I thought this is the law of left field in operation right here.

Bob: Exactly. I love that.

Ray: I loved it too. It happens in small ways too. The book is The Go Giver and I have given many copies of it away. It's not just a book that you read, after you read it I believe if you internalize it you want to give it to everybody you come in contact with. How can listeners to the show learn more about you and where to find your books and so forth?

Bob: They can visit Burg.com and if they like they can subscribe to our influence and success insights and receive four value based reports as well as chapter one of The Go Giver. It's just coming out now in a new expanded edition. We couldn't change the story of course, but we did add a question and answer section as well as an action guide at the end. We hope it will provide even more value to our readers.

Ray: I believe it will and I think, even if you've got an earlier copy of the book, you owe it to yourself to get the new one. It's so much more implementable and helps you get it into practice in your life. What a fantastic gift you've given the world, you and your co-author, John, with this book. Thank you so much for writing The Go Giver.

Bob: Thank you, Ray and thank you for having me on and thank you for all the great work you're doing, I appreciate that.

What to Do Next

Ray: That Bob, he's something else.

Sean: He is. All right, so each week we plan to feature an entrepreneur who has made the jump into having their own business. We'll talk to people of all levels of success, from those just getting started to those who are achieving extraordinary things already.

Ray: I have some extraordinary here for you.

Sean: If you know of someone we should interview, please let us know by sending an email to support@rayedwards.com.

Ray: You know what, I think you are extra ordinary so you should be on their show.

Sean: You're ordinary, but you're more ordinary...

Ray: Than most people are.

Sean: Than most people. Hey Ray and Sean, I got this really ordinary person I think you should interview.

Ray: He's extra ordinary. That's not what we meant.

Sean: No. If you want to find the show notes for this episode, and a transcript by going to RayEdwards.com/186. If you received value from this show, please consider subscribing, giving us a rating and writing a review in iTunes. This helps us make the show more visible to people like you, people who might benefit from what we have to share.

Do you have a parting thought?

Ray: A little bit of wisdom from Will Rogers, one of America's most famous philosophers who said, "*Plans get you into things, but you've got to work your way out.*" That's a good word right there.

Sean: That's encouraging.

Ray: Until next week, I pray that God blesses you and helps you come up with the right plans so it's not quite so hard to get out of them. Have a great week.

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