

A Case Study on The Impact of The Switched-On Selling Seminar

Jerry V. Teplitz, JD, PhD. CSP

The Switched-On Selling (SOS) seminar has been offered since 1986. I have been doing research studies on the impact of the seminar since its inception. We have over thirteen studies on my website. Additionally, a major study was conducted with 695 salespeople and another study was conducted with 126 bankers. To review these studies, go to <http://teplitz.com/BrainGymResearch.htm>.

The other studies on my website were conducted for my corporate clients who put their sales force through the seminar. And the results are always the same, when compared to the baseline established at the beginning of the seminar, attendees dramatically improved their view of themselves and their selling abilities by the end of the seminar day. When they completed the questionnaire a month later, the positive changes have either held or increased further. All these positive changes have also been confirmed by several of our clients reporting documented increases in individual and company bottom lines.

This case study is from Bank Newport in Newport, Rhode Island where I conducted the one-day seminar on March 17, 2011 for 21 employees. What is unique about this study is that this was a sales force that had been through several years of extensive sales training conducted by The Emmerich Group, Inc. As you can see by examining Figure 1, which gives the response totals on the questionnaire of the 18 questions each of the attendees answered, this was an experienced sales force.

The yellow bars on the graph in Figure 1 are the pre questionnaire responses. As you can see, on the negative side, 2% selected Strongly Disagree, while 23% selected Disagree. On the positive side, 59% selected Agree and 15% selected Strongly Agree.

The blue stripped bars show the results at the end of the seminar where no one selected Strongly Disagree. The Disagree results dropped from 23% to 2% while Agree dropped from 67% to 41% and Strongly Agree jumped from 17% to 54%. This meant that 95% were now on the positive side in how they viewed themselves as sales people with the majority selecting Strongly Agree.

**Comparison: Pre and Post Seminar Responses
OVERALL AVERAGE**

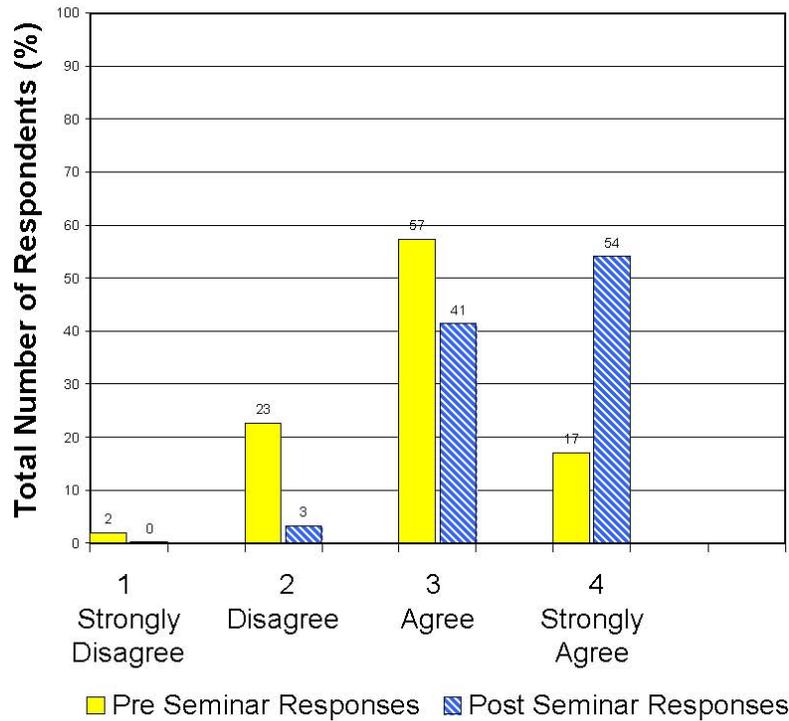


Figure 1

Examples of the individual statements on the 18 item questionnaire included “I Handle Rejection Well,” “It is Easy For Me To Make Cold Calls In Person” and “It Is Easy For Me To Ask Clients For Referrals.”

What the questionnaire revealed is that at the beginning of the seminar one quarter of the sales force was viewing sales from the negative side which means that even sales people who have attended many sales trainings can still have blocks that prevent them from being as successful as they are capable of being. In addition, while many thought they were good, only a few (15%) thought they were outstanding.

While these figures are extremely impressive, the key question is, did this level of improvement last or did the changes fade away in a couple of weeks? To answer this important question, we had all 21 participants fill out the questionnaire again one month later. As you can see from Figure 2, the changes not only held and some of the attendees improved even further.

Let’s examine the one-month later responses, which are the red bars on Figure 2. On the negative side, no one selected Strongly Disagree while only 2% still selected Disagree. On the positive side, the number selecting Agree dropped to 42% while Strongly Agree increased to 56%. This meant that the changes at the end of the seminar held and that 4% of the participants improved even further.

COMPARISON: PRE, POST and ONE MONTH AFTER COURSE
Overall Total Average

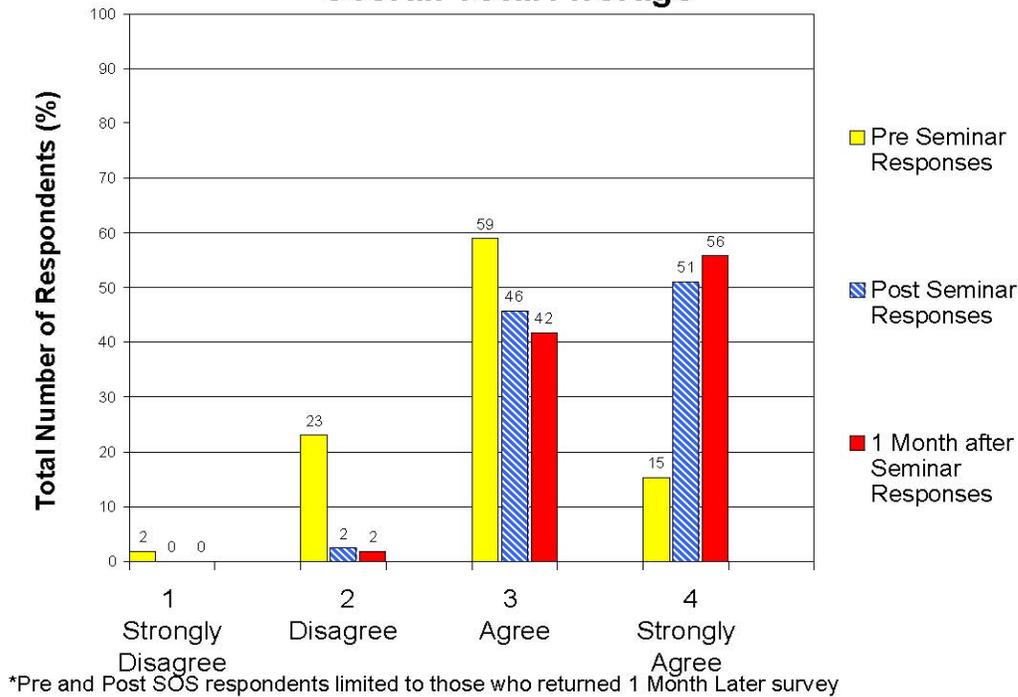


Figure 2

In terms of the design reliability of the study, management was never shown the responses of any individual at any time. The one-month later form was delivered to each participant in a sealed envelope and their responses came back to be tallied by my office in a sealed envelope. This means attendee responses were not influenced by wanting to “please” management.

As I said earlier, this was a highly trained sales force. I know this by comparing their responses to the other studies that we have done with other companies sales forces. When you have a sales force that is not as highly trained as Bank Newport, I’ve seen results where 50 to 65% of the respondents selected Strongly Disagree and Disagree at the beginning of the seminar and by the end of the seminar almost everyone would be on the positive side. You can see these other studies that I’ve conducted by going to <http://www.teplitz.com/BrainGymResearch.htm>.

Finally, there is one more question to be answered. When an individual or a company invests money in paying for a sales training program, they want to know that there will be an actual bottom line impact for those attending the seminar. The answer to this question is affirmative. Let me give you two typical examples of other attendee’s success. One attendee, Chris Steely, said that the month after the seminar his sales went up \$13,000. Another attendee, Karen Seltz said that in the four months after the class her sales had increased 103%. Finally, in the July 2010 issue of *Brain Gym Global Observer*, you can read about the doubling of profits for one company, A-Active Termite and Pest Control,

over a 12 month period that encompassed the time period of the recession through the beginning of the slow recovery.

The bottom line for the Switched-On Selling seminar is that it's a proven program with validated results. As Brad McDonald, owner of a franchise of Sandler Training (the world's largest sales training company), said "It's the missing piece in sales training."

If you can't attend an SOS seminar, you can purchase the DVD album that Dr. Teplitz has created with Dr. Tony Alessandra called *Switched-On Selling*. This album contains 6 DVDs. Four of them are of the actual live seminar conducted by Dr. Teplitz and the remaining two DVDs are of Dr. Alessandra sharing his sales techniques. The album also comes with a Workbook and the #1 Amazon Best Selling *Switched-On Selling* book. To order, go to <http://www.teplitz.com/SOSDVD.html>. Happy selling!

For information about having Dr. Teplitz speak to your group or organization, call 800 77-RELAX or email Info@Teplitz.com.

Jerry V. Teplitz is an attorney and has a PhD in Wholistic Health Sciences. He is the author of nine books, a speaker and expert on Brain Performance. He served on Brain Gym International's Board of Directors for 9 years. He's a Brain Gym 101 Instructor and the co-author of *Brain Gym for Business* with the founders of Brain Gym, Dr. Paul Dennison and Gail Dennison. He's the creator of the Switched-On Selling, Network Marketing and Management Seminars. Dr. Teplitz certifies people to be instructors of these seminars. For information, go to <http://teplitz.com/Switched-On-Instructors/Instructor.pdf>.