



STAGE SELLING CODES

**THE 20 BELIEFS TO HELP
YOU MASTER ONE TO
MANY SELLING**

If you are reading this doc you are wanting to sell more of your products and services, and I'm willing to guess this isn't the 1st pdf or free training you have gotten so I'll make this as concise and powerful as possible.

In my sales career, I've done well over 4,000 presentations (3,400 for **Tony Robbins** while working for and being mentored by him.) 2 talks a day on average, and countless sales calls in between.

Somewhere along the lines I finally did something pretty smart.

I started to interview my clients and asked them ..." *What made you buy from me?*"

Yes, you need to have a great offer, but you and your prospects are being bombarded with great offers, money-back guarantees, results or you don't pay promises, and on and on and on.

But what makes someone *actually* buy?

What are we *really* selling aside from just another offer?

What makes humans do the things we do?

What makes us stop from doing what we know we need to, even when moving forward would make sense?

These are the questions I was looking for answers to early on in my selling/speaking career ... And this understanding is what led to my success.

Tactics and strategies are great, but you may have found what works for one person, might not work for you.

Or that what you got to work with one group or prospect didn't always work, so then we doubt the process, have less certainty and find ourselves in endless consumption mode looking for the answers.



What I came up with is this...

Results come from Actions

Actions from Decisions

Decisions from Thoughts and Feelings

Thoughts and feelings from Beliefs.

Beliefs come from past references or experiences

When you are in any sales situation, what you are ultimately selling is **change**. Getting someone to change what they are currently doing by linking pain to it. And getting them clear on what they want instead and showing them how they can get there faster, better easier through your product service or idea.

It's simple to look at it that way, but not always so simple in the execution.

As Napoleon Hill said repeatedly in his epic book "Think and Grow Rich", "You need to have a definiteness of purpose".

Or for what we are doing here with relation to sales and speaking, we are talking about having an outcome to your **communication**.

That outcome can't be just to do a good job, not to get people to buy (commission breath), and certainly not to have people like you.

My question became, and my research went into finding out, what needs to happen internally for a person before they make a purchasing decision...?

To simplify this all down even more...

We can say that people need to believe.

Beliefs lead to results.

A belief, by definition, is a feeling of certainty that you or I have about something.

So the target or outcome of my communication and work with NLP focused on how do I change beliefs that prevent folks from buying and install new beliefs that would lead to the sale?

The process we came up with became the **TRUST TRINITY**.

Getting folks to trust in me, trust in my process, but more importantly (and what every speaker/and sales training has missed) is that we need to create beliefs in the prospects that get them to believe in themselves.

We are simultaneously building beliefs that lead to action and reframing beliefs that cause folks to take no action.

And while there are dozens of tools and techniques I could teach you on how to do this, none of them are as effective as they could be if you yourself do not believe.

My mantra when I started selling was this:

My certainly is so strong it overcomes their doubt.

You want to give folks certainty.

But you cannot give that which you do not possess.

I can't give you a dollar unless I have a dollar.

And I cannot give you that which I'm not feeling and clearly communicating on a conscious and subconscious level.

It's one thing to say, yes, "I believe in what I'm selling", and hopefully you do.

But there is more to it than that.

Over the years my beliefs about what it means to be an effective communicator and salesperson have evolved quite a bit.

And I've developed beliefs about myself, the process of change, and about my prospects that have supported me immensely and so in this short doc, I want to share those with you.

Write these out and spend some time with them.

What will make you successful in sales speaking and in life won't be a bunch of little tactics even though those things can help.

Instead, it will be your core beliefs.

Not just little one-off statements but rather beliefs that become principles that guide your communication with others and more importantly with yourself.

I hope these beliefs support you as they have me.

-Eli



Belief (the Magnetic force of Mission)– This will give you context to the principles that follow and are my notes from 1-1 with my mentor.

If you're going to be outstanding at any kind of group communication, you've got to discover what beliefs does it take....

It takes belief. But I mean real belief at the level that I'm talking about which is not intellectual. I'm talking about absolute **emotional certainty**, a sense inside of you that what you are about to share is so vitally important that if someone does not hear it, their life could be destroyed, their life could be hurt, they could have pain for years.

Speaking shouldn't be about just memorizing a bunch of catchy phrases (*though you do need to practice what you will say*) What is required is communication, persuasion, influence, and leadership

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My belief is, what you have to know is, before you walk into that room, you have to be absolutely certain within your soul that what you are going to talk about you have a passion for. What you're going to talk about, in your heart and soul is going to make a difference that day. Because that brings an animation into your voice and your body and your gestures and your eyes and your face, that no one can teach you how to create. But if you sit back and you memorize how you're going to do this and when you're going to do that, I can promise you, you'll be admired as a speaker, or I should say, as a speech maker, but you will not be a person of influence.

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Tap into your belief before you start speaking, that this is massively valuable to those who hear it.

Most speakers do not have rock-solid **Beliefs** because they ask questions in their heads like. “Well, what if they don't respond to me? What if they don't like me? What if they like it? What if they don't? What if I screw up?”

*If you stand in front of the room and you get nervous or scared. Then the audience is influencing you which is a far cry you you influencing them.

Belief is the KEY to speaking and living INSIDE OUT NOT OUTSIDE IN.

You Must absolutely fill yourself up with a sense of certainty.

(Then fill the room with this energy)

The problem most folks face in front of the room is that their belief is that this speech is about them (the speaker)

HINT- It's never about you.

The **core belief** is that what you are here to do is to be guided to deliver a message that will touch somebody's life.

You are not in the way of the process. You are part of it.

It comes through you.

The belief is that you're getting up to influence, to persuade, to lead, to assist the person to realize **what's already inside of him/her.** (Desire)

When you speak you are transferring something that lives inside of you to someone else.

You cannot give that which you do not possess.

And if the feeling is fear, uncertainty, wanting, etc, that is what you will produce in your audience.

You cannot transfer what you are not feeling.

Not intellectual belief.

Stick pen vs. Iron bar.

You've got to be connected to that process

You got to say, *"Why is this important? Why?"*

The big thing is 80% of success in being a communicator, 80% is your WHY.

"Why will this make a difference? Why will they want to hear this?"

The core beliefs you have to believe to be **effective.**



People will want to hear your message.

(If you don't believe that, then you're going to walk in with uncertainty, and when you're uncertain, the audience sure as hell will be.)

You have to believe that you cannot fail.

It's not even possible. And the reason is because you believe what you're going to share is so critically important that you will be guided in the process, that you're not doing this for you, you're doing this for a higher good, for a greater good. When you have that, then guidance steps in.

This is the confidence you gain from your VISION.

See it the way you want. (For them- and you will be guided)

When I had no experience I did it because I got so fully associated to what this means to them.

Sit down and say,

"Who are these people?"

"Why do they need this?"

"How can I share this?"

"What is my greatest passion about this subject?"

"Why is this something that is a necessity for life, not an accessory?"

(Connect to the core values of your audience)

When you are in that mode, there's nobody you can't reach.

You must go to that place inside of you more often.

You must condition that passion and purpose inside of you so that it shows up automatically.

Take time to get associated.

And don't let the law of familiarity kick in.

Every opportunity to speak is building muscle inside of you.

Every opportunity to speak is in service to a higher good.

Every opportunity to speak is an adventure that allows you to explore grow and give. It's what life is about.

Think Legendary Singer vs One Hit Wonder.

Every day is not YES, another seminar for me.

BUT- A professional knows how to make it new every time because you know the goal is not to please yourself.

The goal is to serve. So if you're in a state of service to the people who are there, and you're clear about the mission, you're clear about the purpose. You know why it's that important, you're going to find... and if you're passionate about the subject, and you know why you're passionate, you know why it matters. You know, "Why does this really matter?"

If you know that, there's going to be a brand new state inside of you when you step up to communicate to people. So above all else, that's it.

What most people do is they look at the audience and they let the audience dictate how they are going to feel and behave. This is not leadership.



Your audience will at best, be nice to you. At worst, hate you for wasting their time.

You will get hatters anyway- show up strong. If your purpose is aligned you will win regardless, even if not in that moment.

I promise you.

You want to be connected to your audience but there's a BIG difference between knowing your audience and letting your audience direct/control you.

1 See it as it is.

Don't kid yourself, but don't make it worse than it is. Look out and see what it really is, because you want to know where they really are.

2 See it better than it is.

Picture them, and what they're going to look like at the end of your conversation. See their smiles. See the positive state they're in at the end. See it now.

3 Make it as you've seen it.

CREATE POSITIVE POWERFUL REFERENCES INSIDE OF YOURSELF.

How do you know you can get this person?

Start imagining you've already got them. (I believe every *no* person has a *yes* person somewhere inside of them.

See in detail vividly, feel emotion, and experience that they are yours. You own that interaction.

You're taking them to another level.

It's your job as a leader to make that happen. You've got to see and feel it so you have the certainty.

You draw from these emotional resources and that is why you are able to lead.

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A leader is someone who goes forth first. You go first, like a scout. You go forward, and you check out what's going on, and then you bring everybody to where you are. As a communicator, you've got to go there first.

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You have to build a ritual for yourself that says,....

What do I **believe** about this subject?

What am I passionate about it?

Why is this critical?

Why is this a must?

Why do people have to know this?

Why will they want to know this/ do this?

And how am I going to do this in a way I feel is powerful and impactful?



Some of My Beliefs Around Selling Presenting.

- 1 Most of your best customers are hyper-resistant to the very products that could have the biggest impacts on their lives. They have been sold over and over so you need to be different, unique and memorable. You can be a massive positive pattern interrupt to a person's day that shifts their life in a whole new direction.
- 2 You can't say you care about your customers and then easily give up on them or make them feel like crap.
- 3 Be hard on the problem. Easy on the people.
- 4 People are not their behavior.
- 5 People are doing the best they can with the resources they have. The challenge is they don't realize how many more infinite untapped resources live buried inside of them. I'm here to dig and help them uncover the treasure that lives inside of them.
- 6 If they don't buy, I can't help them. I can inspire them. But they need to be bought in. I can lead them there but they need to buy in. The transformation is in the transaction.
- 7 If you don't understand your customers, and make them feel understood, you will always have resistance.
- 8 Regardless of the past, all of us have within us the capability to still do great things. Their past does not equal their future unless they decide to live there. I will give them an experience of that compelling future today.
- 9 They came from the infinite and within them is infinite potential. We all have this.
- 10 People are as powerful and capable as you expect them to be. Expect the best. Believe they are capable of change.
- 11 If I expect someone to buy, and they don't, I feel let down. But if I expect them not to buy and they don't.... I may be right, but I'm only protecting my ego ... What am I doing this for? Ego gratification and the need to be right... or Impact. I chose impact every day.
- 12 The consciousness that created the problem can't solve it. What is the shift in consciousness that will solve the problem? And how do I get them to feel that shift?
- 13 Any minute you don't sell something to the right person is a minute you allow their suffering to continue. You are doing it for them, not to them.
- 14 If I let you settle, neither of us are better off. The more I empower you, the more I empower myself.
- 15 All people need is within them.
- 16 There is no failure – Only feedback.
- 17 Every *no* person has a *yes* person inside of them.
- 18 Each of these people has problems, insecurities, doubts, and fears. They are superior to me in some way so, I respect them. But I have knowledge and experience that can change their life. I own that.
- 19 I am a force for good.
- 20 Everytime I speak, God is listening and history is recording my words. – Bono

These 20 Beliefs are vital

If you take just one of them away, it can change the outcomes you have when speaking to sell.

these 20 beliefs are just 1% of what I teach my students in my **Unstoppable Speaker Roadmap**.

This is the culmination of my spending 10 years learning directly from Tony Robbins, selling well over \$100,000,000

from the stage, and spending 100,000s of dollars learning from the best in the world about stagecraft, **influence**,

persuasion, **NLP**, and how to take people from audience member to client in 60 minutes.

..and yes, I've personally closed that much from speaking.

My students have probably more than doubled that number.

and if you're like my students, you probably have a burning desire to impact more people through your

communication.

If that's true.. The Unstoppable Speaker Roadmap is built for you.

The ultimate tool to take you from where you are to closing consistently on stage.

Take my student Jake for example..

because he didn't know anything about speaking... until going through my Unstoppable Speaker Roadmap.

Halfway through the program (6 weeks in and not even after learning all the techniques) he closed \$70k+ at his first event AND

went on to more than **DOUBLE** the revenue at the company he was working with, singlehandedly. Here he is on stage



Confident. Composed. Charismatic.

Jake wasn't sure if he could do it before he said yes to the program... but he knew he had more inside of him.

When I met with him... I asked him just three questions...

1 Is it possible for others?

The answer is a HUGE YES. I've shown you not only my success, but countless students of mine closing more than their entire monthly revenue in one event.

2 Is it possible for you?

Of course, it is. If it's possible for others, it's 100% possible for you. In fact, you're more likely to have success, because after validating my method with 100s of students, we've tweaked it to work **AS FAST AS POSSIBLE** for you.

This puts you in the best spot possible.

The **last question**, and I can't answer this for Jake (or you) is of course...

3 Is it worth it?

Now, IF I was going to answer this, I'd ask myself these questions:

- Is making **more money**, and doing it **quicker** something I value?
- Is developing the **SKILLS** to connect with audiences something that will pay me back for the **rest of my life**?
- Do I want to **APPLY \$100 Million frameworks**, techniques, and principles that even most of the top 1% of speakers in the world don't yet know?

If you answer **yes** to just one of those questions above, its in your best interest to **book a call** to simply find out a little more about what it might look like for you.

I highly recommend you fill out the application below and have a call with him to find out if it is a fit for you.

[Click here to apply.](#)