



Chasing Business

*How to Drive the Perfect Clients Right to
Your Door Working Half the Time*

Joe Nunziata

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What if Everything You Learned About Sales is Wrong?

Looking at society it becomes abundantly clear that something has gone wrong...very wrong.

- Why do bad things seem to happen to good people?
- Why do nice guys finish last?
- Why are some not so nice guys doing very well?

An alarming 95% of the wealth is being controlled by only 5% of the people. Personal debt is expanding faster than most people's waistlines and there is no end in sight. These circumstances are the result of conditioned belief systems and a resistance to change.

In a fair world, everyone who deserved a break would surely get one. In our current world, the rich get richer and the poor keep on paying taxes. Successful salespeople seem to receive all the best leads, the best deals and the best accounts. And, of course, we all know they make the most money. Why is it so easy for them and so difficult for most people?

Believe it or not, there are sensible answers to all of these questions and I will do my best to resolve them in this book. The answers I present may contradict many of the things you have learned and believe. All I ask is that you keep an open mind to the possibilities I will present in the pages to follow.

My goal is simply this: to change your belief system and open your mind to a world you may not know exists. To enter this world you must be willing to accept certain new truths that may seem a bit "out there." This openness will allow you to see things that you could not see in your old belief system.

When I first learned the principles I am about to share with you I was in shock. This new philosophy was actually much simpler than the one I had previously learned. When things seem to be too easy we have a tendency to think "*This can't be true.*" We have been conditioned to believe that most accomplishments are achieved with pain and suffering.

I do not mean to suggest that great achievements are attained without effort and dedication. Many successful people apply an incredible amount of energy to their work. What makes them successful is they are working with flowing energy, not forced energy. When you are working with flowing energy you can work twice as hard and never feel fatigued. This is why successful people all seem so energetic.

Successful people are locked in and congruent with their purpose. They do not wake up in the morning dreading the day. These people are not pushing a boulder up a mountain hoping they won't slip and be crushed. This group is cruising along picking up momentum at every turn. Their boulder is rolling down hill.

These people are the highly successful types in the 5% group I described on the first page. They "get it!" The other 95% of the people spend their lives trying to figure out what "it" really is.

The bottom line is most people are a slight adjustment away from joining the highly successful group in the 5% category. When I learned these new principles I could not believe how close I was to this major breakthrough. You will discover how a little fine-tuning in your belief system and energy level will be the catalyst to creating incredible changes in your business and personal life.

1. The Box of Fear



Fear is the main emotion blocking success. All great accomplishments are the result of someone overcoming a deep seeded fear. When you examine the most prolific achievements in human history, virtually all are prompted by an incredible belief in a single idea. Successful people have the ability to overcome their own fears and the fears of others. When everyone says, *"You are out of your mind,"* truly successful people dig in and push forward.

There is only one thing separating the millionaire from the average worker—courage! The ability to face fear is the key to unlimited success. Your greatest challenge is escaping your personally created **Box of Fear**. You have to remember that fear is a conditioned belief. You did not come here with fear—you learned how to be afraid.

The **Box of Fear** has two key components:

1: The Origin: The place you learned to be afraid. In most cases this started at home.

2: Perpetuation: Fear is perpetuated every day of your life by a number of outside sources. These include:

- Your Family
- Your Friends
- School
- Religion
- Government
- Corporations
- The Media
- Co-workers

This list can go on and on but I am sure you get the point. The more you are around fearful people and environments, the more fearful you become. You begin to absorb fear until it becomes woven into your DNA. It becomes part of your identity.

In sales or business fear can be fatal. When you work from a position of fear, you are vibrating negative energy and attracting difficult situations and people. Pay attention to how many fearful thoughts you have each day.

Here are some fearful thoughts and tendencies that can slow you down:

- Are you worried about not making enough sales to pay your bills?
- Do you focus on just making enough to survive?
- Are you always judging people?
- Are you always feeling desperate?
- Do you make poor decisions that are motivated by fear of loss?
- Are you focused on the budget and not the customer?
- Do you always feel you are lacking things in your life?

Think about the people you spend time with on a regular basis. If you are like most, you surround yourself with the 95% of the population who are struggling to survive. To become more successful, you need to start hanging around with the 5% who are more productive and open to new ideas.

The people in the **Box of Fear** want to keep you as a member. As you begin to break away from that mindset, it is likely that you will become an outcast to that group. People who live in fear are not interested in those who choose to move on and make things happen. The **Box of Fear** can only be perpetuated by people who hold onto that thinking and fearful energy.

Victims and Masters

When you live in fear you are functioning as a victim. The **Box of Fear** perpetuates the victim mentality. If you believe that life is happening to you, and you have no control over what is happening, you are in full victim mode.

Here are some victim issues to think about:

- When you lose a deal do you immediately assess blame outside of yourself?
- Are you always making excuses for not accomplishing your goals?
- Do you feel you are not getting what you deserve?
- Do you believe you are not getting a fair deal?
- Are you constantly judging others?
- Do you always look for someone or something to blame when something goes wrong?

All of these behaviors are directly connected to the victim mentality. When you look outside yourself for answers, you are giving up your power. The moment you allow an outside force to effect your success you fall back into the victim mode. At that point you surrender your power and move back into the **Box of Fear**.

The first step in your transformation is ownership. Ownership is absolutely necessary if you want to become the **Master of Your Life** and reach your true level of power. When something goes wrong think "*Why did I create that situation and what is my lesson?*"

As you become more adept at this process you will notice a pattern developing. You may notice that you keep attracting the same type of client. If this is disturbing to you, it is time to search your feelings and look for a connection. This type of person repeatedly returns into your life to help you clear an emotional block that is holding you back.

Follow this process to help you identify and clear your abundance blocks:

1. **Be aware** of how you feel when something goes wrong
2. **Examine** the situation and determine if it is part of a pattern
3. **Identify** the feelings you have when the situation occurred
4. **Analyze** your life and find the origin of the feelings
5. **Release** the negative feelings to clear the block

This is a simplified version of a deep emotional release process. The following story will help you put this information into context.

Poor Billy

Billy was an entrepreneur and owner of a marketing business. Billy was always attracting clients who did not pay on time and, in some cases, they didn't pay at all. He was quick to offer credit and felt uncomfortable asking for his money. (Yes, it was his money because he did the work. It is important to realize that once you perform the service, it's your money.)

As a result of this behavior he always felt like a victim. He was constantly complaining about how his difficult clients did not appreciate the work he did. Eventually his company dissolved because he was unable to sustain the cash flow necessary to stay in business.

I began to work on his victim feelings and traced them back to his father. Billy's father always told him he was not smart and he would be lucky to get a good manual labor job. He also made Billy feel he did not deserve much in life and should be happy with whatever he received.

Once we identified those feelings Billy was able to clear the anger he was holding toward his father. As the anger was released, he no longer had the desire to feel the feeling of unworthiness.

Billy was attracting clients who reminded him of his father. As a result, he continually felt unworthy. Billy repeatedly created these same situations, and the same feelings. His energy continued to create circumstances that eventually forced him to confront and clear those negative emotions.

Once the anger attached to that feeling was expelled, Billy no longer had the desire to feel unworthy. He was able to move forward and create a very successful business with great clients who always pay on time. You see ... now he knows he is worthy of abundance.

Are You a Good Receiver?

The "Attractor Sales System"™ is largely based on your ability to manifest and receive. Manifesting is your ability to focus your energy on exactly what you desire. As you elevate your energy level the universe will help you attract exactly what you want in life. To become abundant you must be able to receive from others. The inability to receive something for nothing will block your abundance. I always ask people at my seminars if they are good receivers. My first question is "*How do you feel when you receive a compliment?*" How you react to a compliment will tell you a lot about your ability to receive.

Some people experience feelings of guilt when receiving something for nothing. We are conditioned to believe that we have to do something in order to get something. In the attractor world that is not how it works. When you become an attractor you will realize that you are able to bring the right people and situations into your life.

Attractors easily move into flow state. The 95% who are struggling live in a world that believes forcing issues is the only way to get results. When you try to force something to happen, you meet resistance. As you begin to flow, life becomes easier and business seems to find you.

The next section of this book will focus on strategies and tactics that will help you accelerate this process. Every day that you work on these issues and move out of victim mode, you elevate your energy vibration. You will start to notice changes on a regular basis when you consistently apply attractor principles.

2. Building a System That Guarantees Results



If you dedicated all your time to improving your energy vibration and releasing negative emotions, your life would become a great success. You would make more money, develop better relationships, improve your health and feel an amazing level of energy and joy. I know that sounds fabulous ... but I have even better news. You can accelerate this process by sharpening your skill set and adding to your knowledge base.

All successful people have a process that can be duplicated to create wealth. Once you develop a winning formula, all you have to do is set it in motion. When you examine the lives of successful salespeople and businesses you will notice that they all have a system that works. In addition, they understand how and why the process they have developed really works. There is no guesswork in their procedures. They know exactly what will happen when the process is executed properly. The entire franchising industry revolves around the concept of processes and systems. McDonald's does not sell its franchisees a hamburger stand ... they sell a process that works.

As a sales professional or entrepreneur it is critical that you create a working sales system. This system must also deliver predictable financial results. Once this piece of the puzzle is in place, you are ready to expand your business and drive sales to a new level.

Key Elements of a System That Guarantees Results

Here are some of the key elements the system must have to be effective. One missing piece can be the difference between a good or great year.

1-Niche Market: It is critical to target a specific market that you can reach. Too many people are trying to sell to everyone. Refine your target to find the right prospects.

2-Lead Generation: You must have a proven lead generating system. I use a system that includes 14 funnels that drive leads regularly.

3-Offer: When you get the interest of a prospect you need an offer to move them to the next step. I offer a discounted 1-hour telephone consultation for qualified buyers only. You can see that offer at www.impactsalesprogram.com.

4-Sales Questionnaire: Asking the right questions is essential to your sales success. You must have a sales questionnaire ready for your appointment. Your objective is to identify the problem areas of the prospect. Ask the same questions each time and make adjustments as you go. That is how you develop a system that can be duplicated.

5-Solutions Presentation: Most sales are made when you solve a problem, make something easier or remove a pain. If you asked the right questions, you know the problems the prospect has to solve. Now all you have to do is tell the prospect how you are going to improve his or her life.

If you follow these steps you will be on your way to a much more successful career. The key to making this work is consistency. You have to make a commitment to building and improving your systems every day. Too many people start building a system and then get side tracked and never finish. Your true success lies in your ability to plan and execute.

Delivering the Goods

The only way to build a successful business or client base is to get referrals and good word of mouth references. Too often people are overly concerned with new business. When I worked in corporate sales, almost every incentive was based on new business. I do not mean to suggest that new business is a bad thing. Achieve a balance so your focus does not go away from your bread and butter...your current clients.

In too many cases a tremendous amount of energy and effort is invested in just "making the sale." Once the deal is done the seller moves on to the next target. The thrill of the hunt is gone and the salesman's focus moves away from the recently completed deal to new business. When this happens there is always a possibility that the buyer will not receive the necessary attention. Always maintain a good relationship and have a good rapport with your existing customers.

Building the "**Attractor Sales System**"™ requires a solid group of loyal clients that buy from you again and again. People buy from people they know and trust. It takes a lot of work to build a high level of trust with clients. Once you have accomplished this, it is critical to leverage that relationship

Virtually every successful career has a loyal fan population – every great business has a loyal customer base. In Hollywood, top actors, from a financial perspective, are called bankable stars. Years ago I saw a top Hollywood agent defining this concept. He said, "*Robert DeNiro is a great actor but Eddie Murphy is a movie star.*" What he meant was that while a new DeNiro movie may be great, that does not mean it will do well at the box office. Conversely, a new Eddie Murphy film is guaranteed to do well financially because Eddie's fans will turn out and pay money to see anything he does. Eddie Murphy has fans. Robert DeNiro has admirers.

It is nice to have admirers but they don't pay the rent. You need fans that are willing to pay you on demand.

Having a better business or product than your competition will not guarantee you success. If your competitor has a more loyal fan base, they will always outperform you. It has nothing to do with who is better. Being "better" is a judgment. What really determines success is who the client goes to when they want to make a purchase.

When you always deliver the goods you become the brand of choice in your category of business. Once you have established yourself in a niche market as the company of choice you become unstoppable. Unlimited growth is the only natural progression when you reach this position.

3. Walking a Parallel Path



This book focuses on two distinct aspects of sales and business success. The first one is based on changing from the inside out and elevating your energy level. The second revolves around increasing your skill level and knowledge base. As you make these changes, your level of energy vibration rises and you begin to attract better things into your life. If all you did was work on changing your belief system and energy you would become very successful. Once you are cleared of negative feelings and beliefs it is impossible not to become successful. The universal laws of abundance will kick in and you will receive what you want in life.

The reason many people do not achieve this level of success is largely due to impatience. It takes time to initiate new processes in your life. Clearing your life of negativity is not designed to be a magic bullet or quick-fix solution to all of your problems. When you change your energy you are really becoming a different person.

Human beings, to a large degree, function as emotional children who want what they want, when they want it. Most have determined an unrealistic, ego-driven expectation for what they want. *If I start on Monday I want to see results by Friday.* Doesn't that sound just like a spoiled brat in an ego-state?

Success is based on your ability to stay the course and dedicate yourself to making changes. Exactly how and when the results will take place is open to the universe. Remember, this is an organic process not a linear one. It is not a matter of taking one step at a time until you achieve a desired result. Your success may come at a time when you least expect it.

I have seen miracles over and over again. The key is staying in a flow state and remaining open to the messages you will receive. You may believe you are going to make it in one area of business and end up becoming incredibly successful in a totally different area. I started my career thinking I would be an industrialist who would have buildings and hundreds of employees. Today that is the furthest thing from my mind. It is something I have no desire to achieve.

Remaining open to new possibilities will elevate your energy and attraction level. Every time you close your mind to new ideas you lower your energy level. This does not mean that every single idea or concept that comes your way needs to be acted on. Some ideas may just be sent to stimulate other ideas or to help you see something in a different way.

Accelerating Your Progress

Although you will eventually become successful by just working on your energy, you can speed up the process by increasing your technical skills and knowledge base. The better your business skills, the easier success will be to attain.

My speaking and presentation skills have improved dramatically over the years. I analyze every presentation, receive feedback from the audience, videotape myself a few times a year and evaluate my progress. No matter how good I may think I am, there are always areas that can be improved.

The successful people I know are always looking for ideas that will give them the edge. They are voracious when it comes to increasing their knowledge. They continually discuss the latest books and concepts in the market. In addition, they are always open to trying something new or changing what is already in place.

Your job is to try to maintain a balance working through your personal changes and developing your business skills. Combining these two elements will make an incredible impact on your business and personal lives. There will be times when you are doing a lot of work on your energy and the business side may seem less important. Conversely, there are times when business is rolling and you are too busy to work on your energy.

Make sure that you dedicate time to both elements of this process. Your continued success is based on your ability to maintain a balance between the two. This will be challenging at times but it is essential. When you see yourself losing perspective it is time to slow down and back away.

Pay attention to when you are forcing and not flowing. Be aware of the fears that have held you prisoner for so many years. Monitor the types of people and situations you are attracting each day.

Your energy is in a constant state of motion and continuous change. Be aware of your feelings to stay in your truth. If something does not feel right, you are moving away from your true self and objective.

Use this graphic to help you stay on track.

Walking a Parallel Path

Parallel Path

Increasing Skill Level/Knowledge 
Increasing Energy Vibration 

Enjoy your new found power as a ***Spiritual Seller!*** Use it wisely and you can have anything you desire in this world.

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Are You Interested in Starting a Business?

Joe's first book "No More 9 to 5" will give you the information and inspiration you need to get started.

www.nomore9to5book.com

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About Joe Nunziata

Joe Nunziata is an internationally known speaker and author. He has been delivering his life changing message at events and seminars since 1992. Joe has been working in the areas of personal development and human potential for over 25 years. His unique blend of psychology, philosophy, spirituality and the power of energy results in revolutionary new programs and seminars.

Although he is primarily known as a sales and marketing expert, Joe has always recognized the importance of working from within. He teaches that to be truly successful, you must make powerful changes and break destructive patterns of behavior. These unconscious patterns are at the core of his new "No More Mental Barriers" program.

Joe's first book, "No More 9 to 5", empowers people to follow their dreams and start a business. The book focuses on "How to Start a Business While Keeping Your Day Job." His new book, "Spiritual Selling", combines powerful spiritual concepts with proven sales strategies. This new sales philosophy is being embraced by many people in today's business community.

In 1992, Joe founded Top Notch Training as a personal development company. Today, Top Notch Training offers consulting, training, public seminars and products on business and personal growth. Joe is available for both public and private engagements by appointment only.

Joe has appeared on television including Good Day New York on Fox, plus various radio stations including KFNN, Phoenix, AZ, KTHO, Sacramento, CA, KCEO, San Diego, CA, KLMO, Denver, CO, WXCT, Hartford, CT, WPLC, Washington, DC, WOKB, Orlando, FL and many others.