

Pease Talks

Some outstanding individuals project so much enthusiasm and zest for life it is contagious. Allan Pease is definitely one of them. And in the space of five minutes in his company, all of the concerns I had whirling round my head prior to our meeting were driven out, to be replaced by positive mental energy. If he can create this effect in such a brief period, no wonder his seminars are sold out months in advance or that his books sell millions.



Allan, who is known internationally as "Mr Body Language" is buzzing. He and Barbara, his wife and co-author, have recently been nominated for the *German Book of the Year Award*, and were presented on the night an exclusively designed gold book and plaque in honour of the exceptional sales and cult-like following their book *Why Men Don't Listen & Women Can't Read Maps* has attained in Germany. Prior to this, it was Japan who welcomed Allan with open arms having achieved sales of over one million copies within a year of the books release, and judging by the phenomenal success worldwide, other countries will be following suit shortly.

So where did it all begin for Allan? How did he become the Body Language/Sales and Communication guru he is today?

"I sold pots and pans at doorsteps," he said. "As a kid, growing up in a small country town of Lorne it was a necessity." That was back in 1961. His father was a life insurance salesman who taught his son the ethics of working hard for what you want. His 'after school' and weekend sales jobs taught him even more. He discovered he had a natural flair for selling and, almost simultaneously, learned the entrepreneurial skill of spotting an opportunity.

On leaving school, Allan used his experience to land a job as a door-to-door salesman. His easy charm, sense of humour, talent and his focus on a positive outcome combined to ensure he was a success. As is reasonably common amongst salesmen, it was customary for leading salesmen to speak at regular sales meetings discussing their achievements and methods. This revealed another talent. Allan was a naturally gifted public speaker.

As Allan refined his sales techniques and began to analyse what worked, he came to the conclusion that the key to good salesmanship was active listening, along with an awareness of 'non verbal' language. "I figured out how to read and interpret body movements. This is, in many ways, a natural skill that females seem to be born with, yet it came as a revelation to most of my male colleagues."

Allan is the type of individual that won't just leave it at that. He strives to improve constantly. He wrote and produced a number of books, videos and audio programmes incorporating all the techniques that he found produced the result he wanted – **the sale**.

Allan's techniques were soon discovered by Network Marketing Businesses...

"Top level networkers are not 'natural' or 'born'," says Allan. "Top level networking is a science – a learnable skill, and I can not only give you the techniques and show you how to use them, but also how to measure and *improve* your progress." The Network Marketing business has evolved virtually overnight, and has been driven almost entirely by the success of its members; something that clearly excited Allan, to the point where he wrote the bestselling book and audio tape *Questions Are The Answers*. "Your own enthusiasm rubs off on your prospects – combine this with what I can teach you and watch your business go through the roof!"

Just when you think Allan must have covered every possible tip and technique to help you increase your sales, he throws something else into the equation. "There are fundamental differences between men and women that you need to be aware of when selling. The way you respond to your customer has a direct impact on whether or not you get the sale, and men and women perceive things very differently from each other. My wife Barbara and I spent over three years collecting research, interviewing experts and collating a comprehensive study of the communication differences between men and women." As he explains in more depth, the sheer wisdom in what he is saying becomes apparent. It makes sense too. If you were to put this little gem into practice when dealing with customers or prospects, you **will** gain a distinct edge over your competitors.

People who attend Allan's seminars invariably comment on his lively sense of humour. When asked about this, he claims that humour can increase retention of the serious point he is illustrating. He firmly believes that smiling and good humour are a key element in 'closing the deal'. In fact, Allan tells his clients that "if there isn't sunshine in your voice, don't pick up the phone or even attempt to make that sale". He lives by his word. I've never seen anyone smile quite like him.

Allan Pease is arguably the most formidable sales trainer on the world market, and his session is one you must attend!