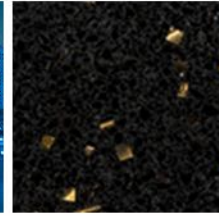


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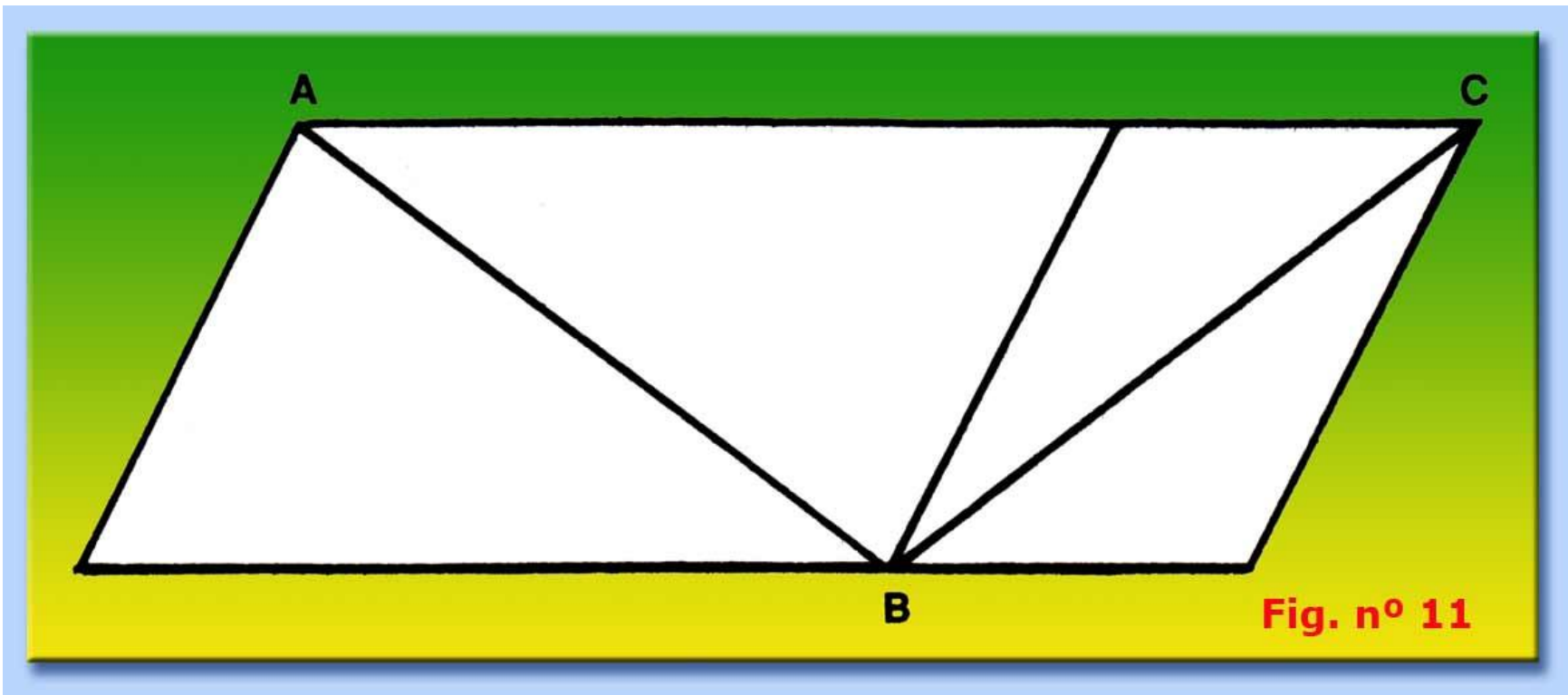


# YOU'VE GOT THE POWER

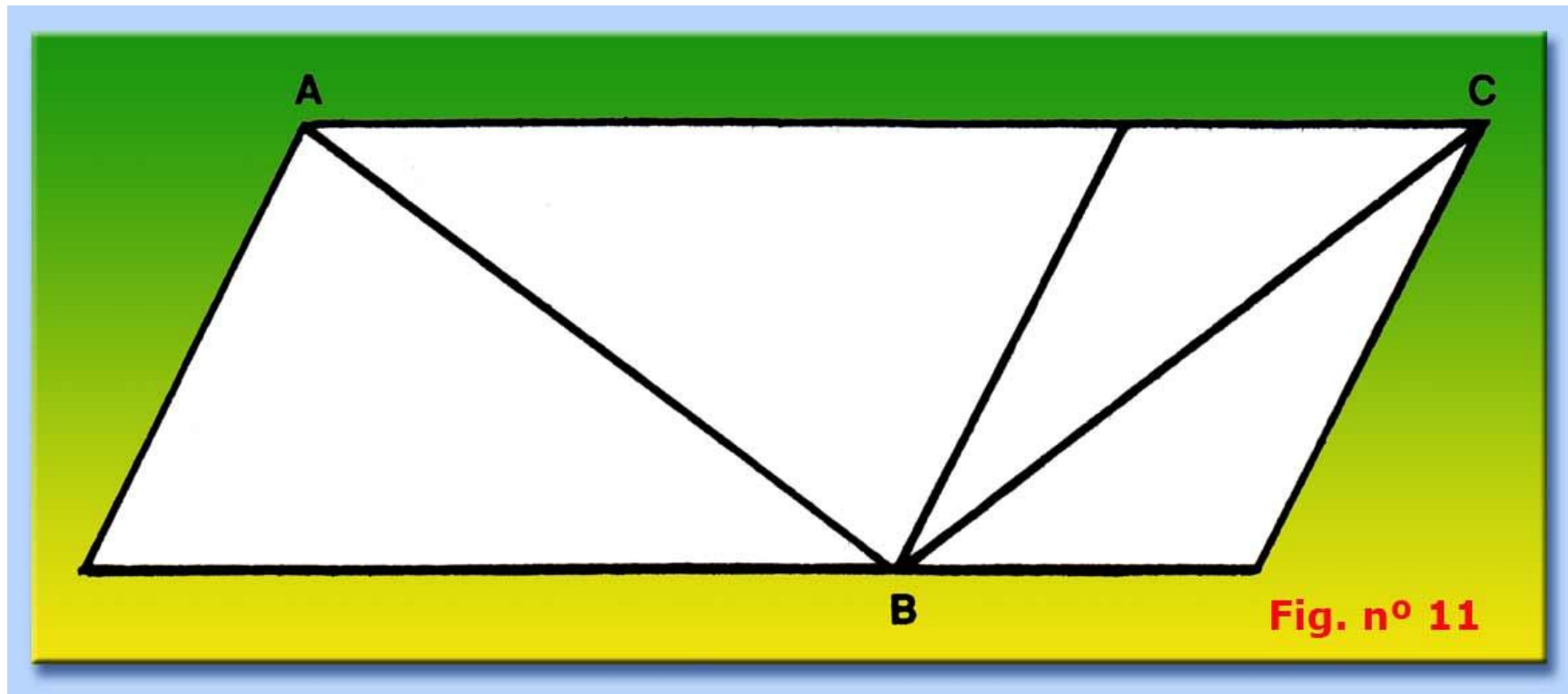
Paolo A Ruggeri

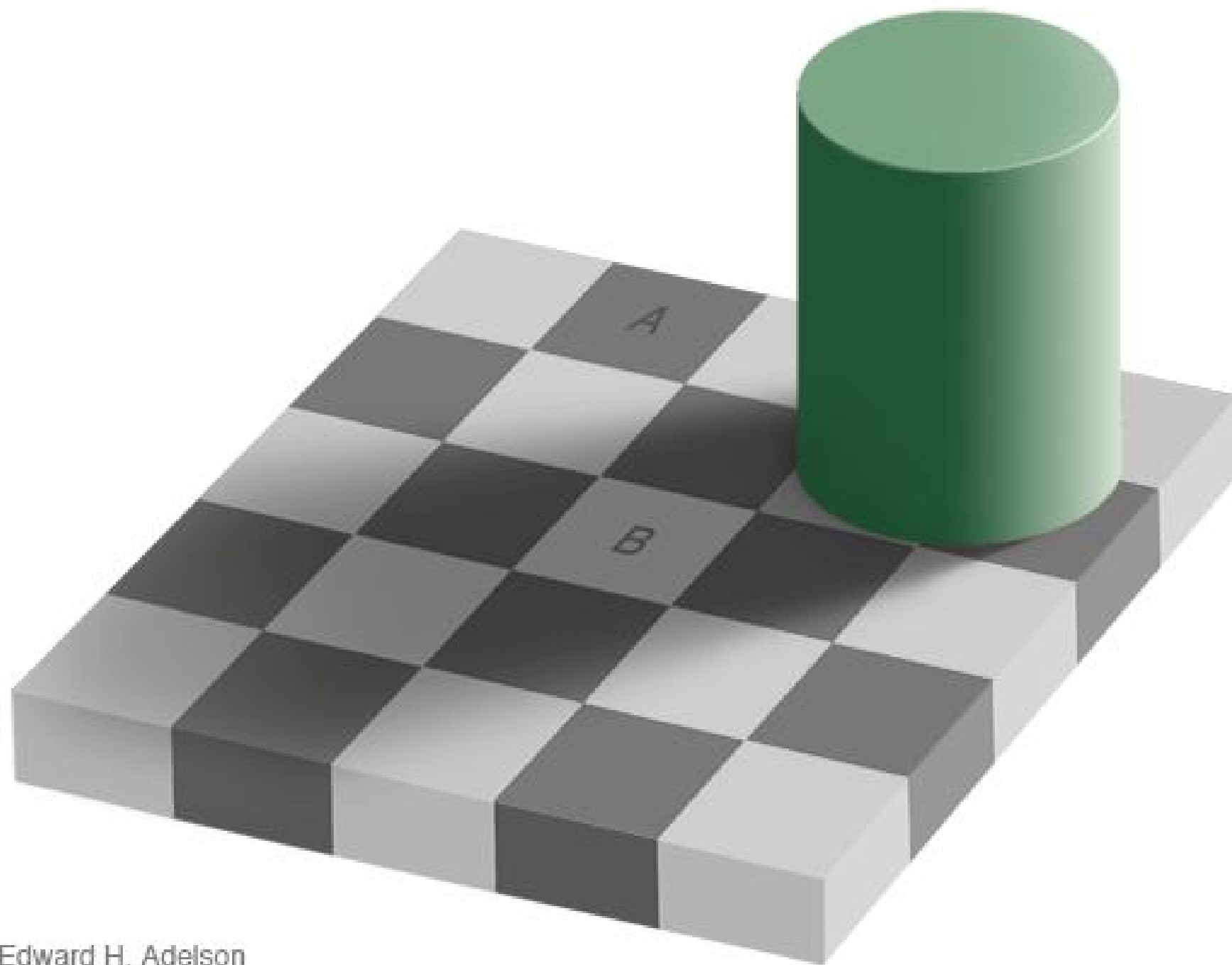


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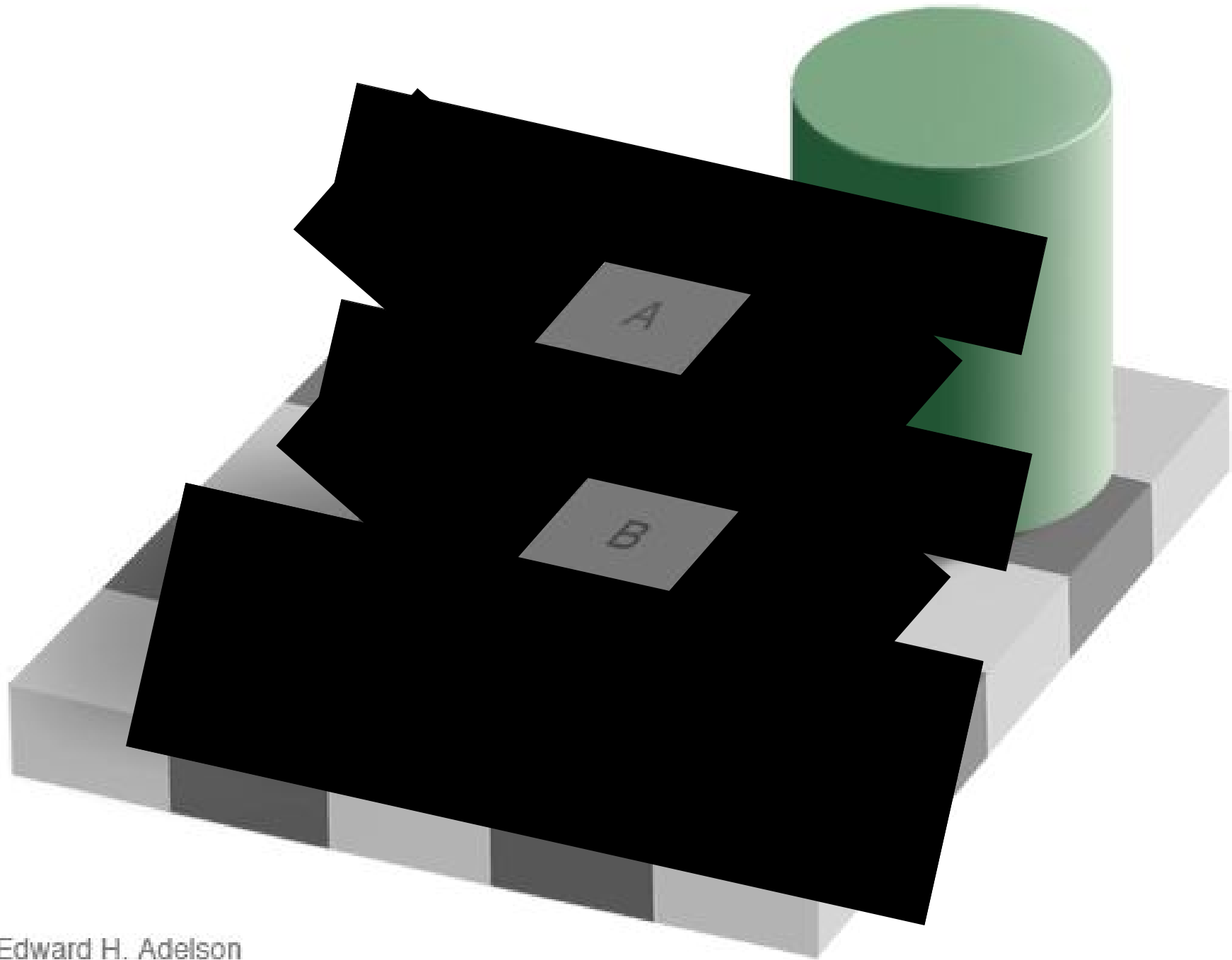
# THINGS OFTEN TURN OUT NOT TO BE LIKE THEY SEEMED INITIALLY



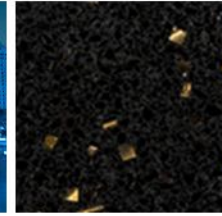


Edward H. Adelson

**Are the colors of square  
A and square B the  
same?**



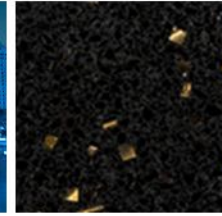
Edward H. Adelson



Many of the activities  
and actions that really  
bring you to prosperity are  
**counter-intuitive**, at first  
they seem to defy logic.







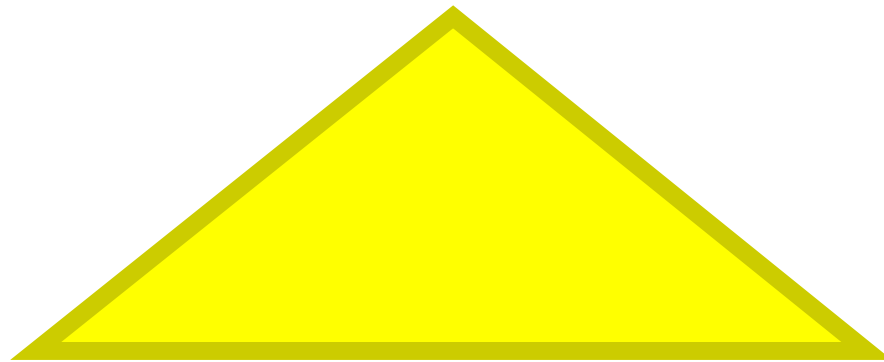
# IN ORDER FOR A SALE TO OCCUR, THE CUSTOMER NEEDS TO BUY 5 THINGS

- **1) The salesperson**
- 2) The company
- 3) The service
- 4) The price
- 5) The time

Difficulties  
we run into

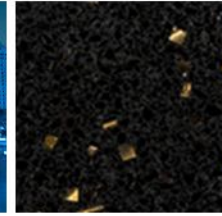
# Influence explained

**3) Influence**



**2) Techniques**

**1) Responsibility**

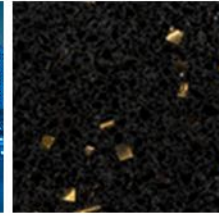


# Responsibility

— THE FEELING OF BEING THE ONLY ONE IN CHARGE OF SOMETHING

— =

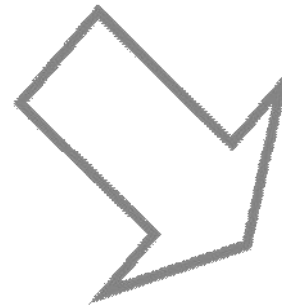
— THE ABILITY TO SEE ONESELF AS “**THE CAUSE**”



# DIFFICULTY IN SALES (or in LIFE)



• **CAUSE**  
(=Source  
Point)



• **EFFECT**  
(=Receipt  
Point)

# The Scale of Effectiveness

- **EXTERNAL CONTROL**

Someone who thinks that all his life and misfortunes are or have been dependent upon others.

- **CONTROL SOLELY OF ONE'S ACTIONS** One sees himself as the cause only of the activities performed directly but cannot «accept blame» for other people behaviour or for what happens outside his area of influence.

- He will not reach his goals

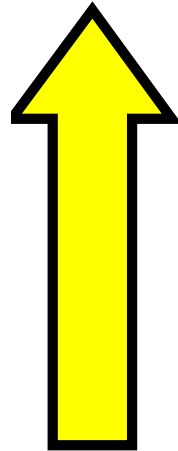
- **INTERNAL CONTROL**

Sees himself as the cause of his actions but also as the cause of other people actions and activities.

**When you don't  
use this power...**



# EMOTIONAL RESPONSES

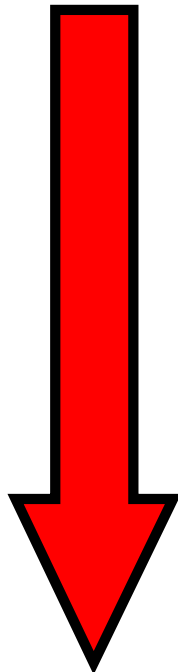


**Positive Disagreement**

**Having Fun**

**Logical**

**Disinterested/Bored**



**Hostile**

**Anger**

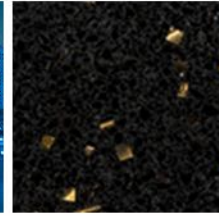
**Resentment**

**Anxious**

**Sad**

**Failure**

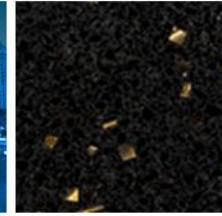




**If you want things to  
change...**  
**you have to change  
first**



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# TWO ENVIRONMENTS:

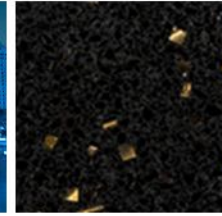
**MENTAL**



**MATERIAL**

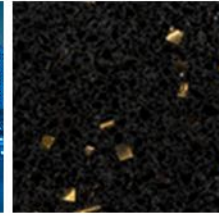


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**If you are not really set in pursuing a goal, your brain will not show you all the opportunities that exist to make real progress**

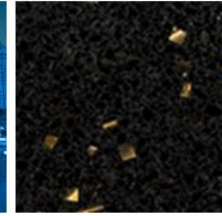
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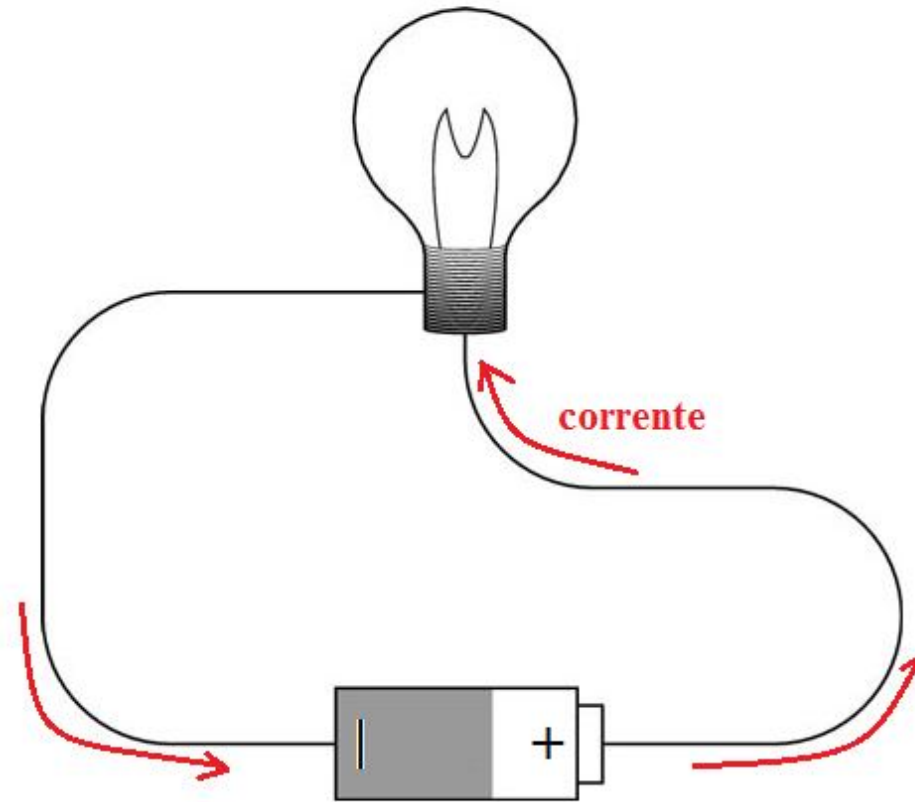
You  
always  
use 100%  
of your  
abilities

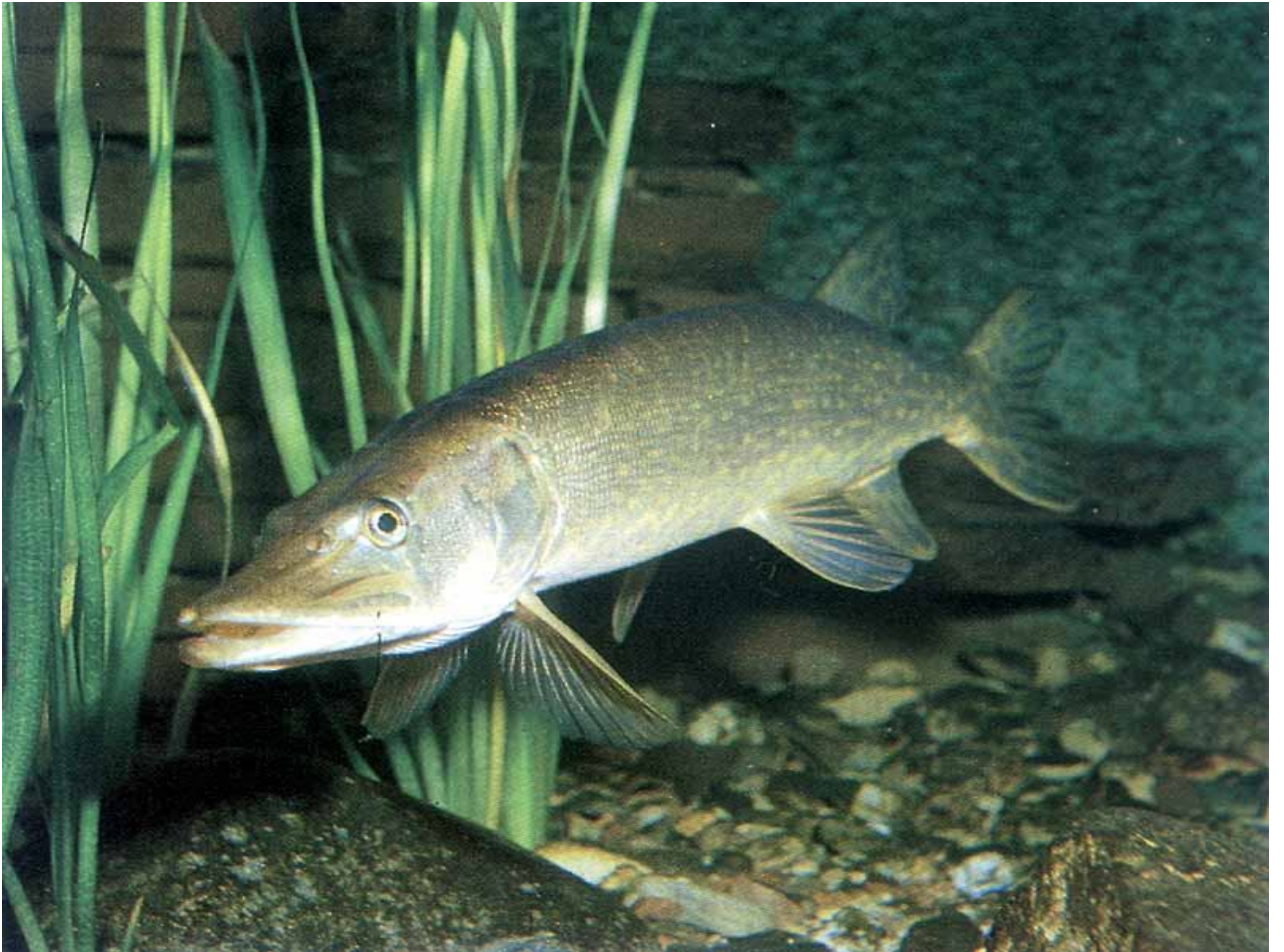


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# The world is based on «Two»





***“The pike dies of  
experience and  
habits...”***