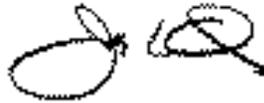


Advanced "Strategy of Preeminence" Transcript
STRATEGIES FOR CREATING GREATER SUCCESS, INCOME AND WEALTH

I have a very simple philosophy on life. You shouldn't steal from yourself. If you're going to commit your life to an enterprise, wealth creation, the security and the financial well-being of your family... and if other people—your staff, your team, your employees, your vendors—are going to commit their lives to you, you owe it to yourself and to everyone else to get the highest and best results. You should never accept a fraction of the yield when with the same effort or less, the same people or fewer, the same time or less, the same capital or less, the same opportunity cost or less, can deliver so much more to you currently, and perpetually.



Jay L. Abraham

*For more information about Jay's future programs or products...
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I have a perpetual obsession, as opposed to a magnificent obsession, with learning how other people see life, what their values are, what their mindsets are, what their principles of operation are. Tony Robbins calls them “organizing principles.” And I invest massively to do that.

There’s a gentleman who is the managing director, the president, of one of the most successful entities of its kind in the United States. They are approximately 400% larger than their closest competitor. They have grown 15 times in the last five years. They are ten times more profitable, and they command an absolute, unequivocal predominance in every area that they penetrate. They have more fun, and they’re more formidable and more invincible than anybody I’ve ever met.

I did an exchange with him. I gave him about \$200,000 of my consulting services one time in exchange for picking his mind clean. It was a good trade, because he didn’t want to pay me money and I wanted something far more valuable. I wanted to understand what he understood that I didn’t so that I could add it to my knowledge base and my focal perspective and my mind set. I wanted to travel to where he was living because he was seeing things in a perspective I had not.

I asked him a lot of questions, and what ensued was about 400 pages of transcribed notes. I’ve summarized what I think is his base formula for success, and I submit to you that it has elements that should be integrated into your base formula, too.

I am a relatively competent interviewer, AKA interrogator. I know how to isolate and rifle in on the key elements. So I asked him a lot of questions, but they were all geared towards me getting a clarified answer to how his philosophy, his strategy, his belief systems, his focus on customers, on marketing, and on business in general work. I wanted answers that had universal translatability to anybody.

The first element he shared with me, which was a foundational pillar in their success, was that they strove to have enormous empathy with their customer. They saw their purpose as selling leadership, as opposed to just being a wet noodle and letting people sort of do whatever they wanted. They saw their purpose and their role as being a leader, an authoritative, consultative force in their marketplaces. They saw it as essential that they telegraphed and communicated and conveyed to their customers and prospects the essence of the fact that they felt they way did. In other words, “I feel the way you feel. I understand what you’re problem is.”

They saw a distinct difference between giving information and giving advice. They saw their role as telling people, “Here’s what you should do about a problem, or a situation, or an opportunity,” and specifically supported it with a compelling, irrefutable set of definitive facts. They saw their role as helping people focus on issues they’d never fully verbalized.

There are so many of us struggling to get the picture of what it looks like -- the picture of what we feel. We don’t even know definitively what we want because we’re

struggling. We don't even have phrases or clarity on what we feel. We don't even know definitively what we want because we're struggling. People that help us understand, and acknowledge, and articulate, and take action, and formulate a definitive, logical, compelling strategy normally get our trust.

Ask yourself this: In your business, in your life, in your critical necessity-based buying, in your indulgence-based buying, in your vanity buying...don't you really gravitate towards people who lead you? Towards people who are empathetically authoritative? Big, big difference.

They felt like their critical purpose was to present views their customers could trust. Again, leadership, leadership, leadership. They saw their role, their function, their purpose, their advantage, their positioning as being a leadership authority, although a benevolent, an impassive, a nurturing, and a loving one.

People inherently don't trust the system. "The system" means different things in different applications. It could mean the big competitor. It could mean the way the government mandates. It could mean the way life has become. It could mean the fact that everyone is relegating everyone into being a commodity. And that doesn't limit itself just to business. Human beings are felt to be commodities too.

Everyone feels like they're a commodity. They're not distinctive. They have no purpose. They have no connectivity. This is a real big issue of opportunity.

They see themselves as representing a refreshing alternative to the mundanity and the unfulfilling norm. They are the refreshing, distinctive alternative. They don't take the premise of wanting to be mainstream because they think that mainstream is commodity. Mainstream is undistinctive. Mainstream has little value.

They believe that most people are inherently upset or mad because they don't trust the system and they need someone to confirm that their rules are right. However, there's positive, hopeful opportunity in this dilemma, and they see their role as representing that.

They take the role of basically conveying to people that they're not being told the entire truth or all that there is to know about a subject. Then they take their role and say, "Here's the truth as we, or as I, see it." Some of the programs are generic. Some of them have a personality behind them. You're not being told the truth. Here's the truth as I see it.

They believe that most people don't know what focus is until they've had it made for them. I think so many people in this world never understand the meaning of business life. You take the same feelings, relatively speaking, that you're embraced with and ask yourself, how can you direct the same experience to your customers, or your employees, or your vendors?

They felt like a key element of their function was connectivity and to help people take the next steps. It did no good to give them a data dump of information if they didn't know what to do with it, and why to do something.

Their role was to connect all the dots, give them a plan, help them take the next step, protect them, make that step logical, appropriate, obvious and easy. They saw, importantly, their role of their ability to put into words what people wanted but could not articulate or put clarity on, and then build on that for them.

I submit to all of you that you're missing an enormous opportunity if you don't take the role of verbalizing, and articulating, and feeling. You are human beings, and human beings feel the same way in any environment. That the same dynamic I have just exposed you to, you can expose your customers to over and over again, and you can expose your staff, or your team members, or your vendors or your loved ones, and it's very powerful. Does that make sense?

They always saw themselves selling a point of view, never saying, "Do what you want. Everything's OK. What would you like?" They didn't think that was their role, and their purpose was not to let people just be rudderless.

How many of you have a very, very committed relationship to somebody in a business, whether it's for your business, or for your personal, or for your vanity, or for your hobby -- that is so benevolently authoritative and leads you on a very viewpoint-type of a journey? That's the key advantage you can give. Those of you who don't, it's probably because no one has ever embraced you in a way that you felt they were looking out for your best interest.

Many people are very self-serving in their efforts to be selfless, and it clearly comes through. Don't you think? That's understandable. Those of you who have never embraced that, that's because the people have never been able to articulate, or demonstrate, or live it. If you can live it by a belief system that's genuinely outwardly focused...that genuinely sees your higher cause of purpose as being to enrich other people's lives...to bring greater benefits, greater protection, greater advantage, greater financial benefit, greater savings, greater safety, greater productivity -- greater whatever. It's real easy to do. It's really difficult to do if you do not believe and live what I'm talking about. But if you do not believe and live what I'm talking about, business is pretty unfulfilling anyhow.

So, it's like the secret to making business really soar is to have a passionate awareness and commitment to a higher purpose, and the higher purpose is not your own enrichment. It's different kinds of financial, or psychic, or transactional enrichment of other people -- helping their lives be better, helping them be more fulfilled, helping them get more out of the process, or out of life itself.

They saw their purpose of making you -- meaning their customer or client -- the center of attention. They saw their purpose to bring people in sequentially as they found

them on the continuum of life, and then keep bringing them along and advancing them. Not just sort of coming in and out, but starting somewhere and progressing them. And not starting everyone at the same point, because different people are at different points, as you all are at different point of progression.

You are a human being. Human nature is immutable. It has been immutable from the first time man found himself on this earth. Human nature will be the absolute same until Armageddon or a nuclear holocaust. You are human, and the way you react to me, or you react to each other, or you react to anything, is no different than any other human being you are trying to deal with reacts. If you sell to corporations, corporations have individuals, human beings making decisions. Corporations are composites of human beings with hopes, desires, fears, and emotions, just like you.

They felt hopefully about their customers. They embraced their customers' situation with hope and promise, just like my hope and wish for you is that you will get so much more out of everything you do. That you will allow yourselves to get so much more productivity, profitability, connectivity, and residual value out of every action, every hour, every dialogue, every contact, every customer.

That same philosophical basis is what these people live and the way they communicate with their clients and the way they look at their clients. They have hope.

When I look at an audience, I don't see men and women 40, 50, 60, I don't see people who have been burned and have become bitter. I see a bunch of little innocent children at the beginning process of their lives, without any bad habits, with a lot of trust, with innocence and a sense of curiosity and discovery.

If you can look at your customers that way, it gives you an incredible context of nurturous appreciation for them. You have a lot more fun with them. You have a lot more understanding of them. You have a lot more respect for them. You have a lot more envious admiration for where they are, and how much they can do, and how far they've come. It's just a fun way of looking at life.

They ask themselves continuously, "How can we do what we're doing for others better?" They never are content. It's a very simple process. That's the secret of what Deming basically taught the Japanese. That's the secret of optimization. It's constant, never-ending improvement.

It's a simple philosophy to utter intellectually, but that's an exhilarating philosophy to live because it gives you confidence and mental gains. Confidence and mental gains in all aspects of your being, but particularly in your connectivity and your bond with the customer. What problems are we going to help our customers solve? How can we have the most positive impact on the people we're trying to sell to? To look at them figuratively in their home and with them as friends, having a conversation with them, dedicated to giving them information, dedicated to motivating and providing them with the greatest benefit until we come into their home again.

They believe the message doesn't have any value unless it makes an impact. I would submit to you that the reason I do these programs this way is that I used to do them in a lecture-based environment. I used to just deliver all kinds of profound and provocative principles and techniques, and I would blow people's minds for three days -- and they would go back and do nothing because it didn't have an enduring impact.

People have to recognize your advice as a solution to a problem they feel emotionally as well as rationally. Those of you who can't understand how somebody can't see the "logic" of some proposition you've been trying to sell them on, probably are grossly missing the boat and not approaching it from the emotional context.

You have to provide them with the reassurance and the motivation to use that solution.

What we can be providing people can be either a result or a good or a better feeling about what your client is already doing. Sometimes you miss the boat. Maybe you don't have a distinctive advantage on price or performance. Maybe you have a massive advantage on the way you can get into their awareness, you can acknowledge them, you can empathize with them, you can advise them. That is a unique selling advantage. That is a distinguishing benefit that sets you apart.

People, clients, customers, who are individuals want very badly to feel good about themselves and the way they conducted their decision. More people take less action because they are afraid it won't be right, they are going to look dumb, or they are going to screw it up. You've got to understand, your job is to acknowledge that reality of human nature and compensate around it. Reassure them, direct them.

People will do more things to curtail making gains, because they don't want to look foolish. They will work harder not to look foolish than they will work to gain an advantage. It's human nature. Don't argue with it. Accept it and factor into your strategies and your actions this reality.

Most people either understand on a higher level, but a lot of sales efforts don't give them credit for their knowledge, or they are too assumptive. We've gotten to the point in a lot of issues that are so assumptive that we don't describe them. We assume and presume and nobody understands the implications. You do them a disservice, you disacknowledge their intelligence, you disrespect them when you assume anything. You lose advantage.

People want to feel good about themselves and about the role they conduct their decisions. It's very important for us to feel good about ourselves.

I encourage you to reflect on the sense that you have done a lot more for your customers, that your business stands for a lot more. That your life's investment, the body of your work, has meant a lot more. It has enriched, protected, enhanced a lot of people's

lives. And what you do for others, and for the lives of your staff, and the creation of value, and livelihood, and contribution you have made, is and will be quite profound. It makes you feel a lot better about what you do.

These people look fully at what their purpose is. I submit to you that until and unless you understand higher purpose for your being in this business, you can't begin to take advantage of your potential. Your purpose cannot be to get rich, or you will never get rich. The purpose has got to be seeing what you can do and what you've done for others.

People who are important, valued friends deserve to have the best-reasoned, the best-informed, the most objective and knowledgeable advice they possibly can get about key emotional decisions they could make a mistake about if they got into somebody's unscrupulous clutches and be misguided and make a critical imprudent decision that could screw up their life and their finances. Don't you then owe it to your past customers, who are your valued friends, to contact them and make it known to them that you care deeply enough about them that if anybody in their lives are at these crossroads, you encourage them to refer them to you, if nothing more than just to get your well reasoned opinion, your best judgment on something? It matters not whether they avail themselves of you. It just matters to you that they at least get the best take they can on a situation before they make an ill, um, ill decided, um, decision? Does that make sense to you?

If you fail to value, acknowledge and respect the worth of what you have done, what you do, and how much more you will be doing for your clients... If you don't respect and revere that, it's shameful. If you do respect and revere that, you have a causal purpose to do it even more. And also help your client appreciate it so they can understand the significance of what it means to their lives.

Look at your purpose. Ask yourself this question. If I were on the receiving end, why would I want this? Why would I want to take advantage? What's in it for me?

Ask yourself this question. So what? When you're making a presentation or you're figuring out what your ad should be like, ask yourself this question. Demonstrate to people that logic and emotion by acting is so much more preferable to them than inaction, from their benefit standpoint, not yours.

Your promotion or your sales approach has to answer the question that's already on the customer's mind. People need to be told what you're going to do for them and why. They don't care how you're going to do it, they want to know what's in it for them. Tell me why and how your process would better my life, my circumstances, my situation, my security, my enrichment. And how well you do that is your credibility.

Most people fall in love with their product or their company instead of falling in love with their client. If you have a higher cause or purpose, it has nothing to do with

your getting rich. It has nothing to do with you being technologically the most sophisticated producer. It has everything to do with your bringing enhanced advantage, protection, benefit, richness of life or business, to a client.

If you can't, honest to God, fall in love with your client, you're in the wrong business, or you don't appreciate your business, or you don't appreciate your worth. If you appreciate it, but your team doesn't, you've got to fall in love with your team and help them, lovingly but unflinchingly, and almost relentlessly see how to fall in love with the clients with you. It's got to be a combined love affair.

I'm not being metaphysical. I'm being so bottom-line serious, it's unbelievable. I'm giving you the secret to richness in life at a level your pocketbooks and your heart will never imagine.

A massive change will occur in your whole mindset when you can see your business as interacting and enhancing people and their lives. It'll change totally the way you see things.

Most people think, "What do I have to say to get people to buy?" Instead you should say, "What do I have to give? What benefit do I have to render?" It's nothing to do with sales shenanigans or trickery or schemes. My purpose for all of you is to teach you how to become value creators or value generators. The more value you render others, the more value you generate, not for yourself, but for your clients, the more contribution you make to the richness of their lives, the more successful you will become, the more bonded you will be to them and they to you.

The focus of your concern should state to the customer, "You matter. Your well being is important to me." The worst thing anybody can be allowed to be is to feel out of control, or confused, or unstructured in their thinking. You have the opportunity and the right to show your clients and your team how they can have control, and liberate them, give them their freedom. Because the more you give people the control the more they appreciate the liberator.

See yourself as becoming an agent of change, a creator of value, a value contributor. Most people don't want to see things as a process. They'd rather see things as a project with a beginning and an end. It's easier for them to comprehend it. Brake things down for people into simple steps. Little changes and shifts you give them make big differences.

Decide you don't want to be average. People don't want to be average. You know in the crawl of your heart and soul there's more purpose, more feeling, more fulfillment to life. As soon as they don't feel average, you've got them hooked for life.

People need solutions, not strategy. In business, politics, arts, and war achievement, great achievement is made oftentimes by people who have less attributes than the people they were vying against - David and Goliath, if you will. But they had a

better strategy. If you ask me, in life, what's the most important, selling skills or strategy, I will always take strategy.

It translates in a lesson in copywriting. If anybody says, "I need to know the elements of writing a good ad," I say, "Screw that." You know the elements of conceptualizing a good proposition, a good offer that's externally focused and predicated on the value and the benefit it has to others. If the concept is right, the copy can be terrible and it will still sell. If the concept is wrong, the greatest copy in the world won't work.

If the strategy is right, you can mess it up, it will still work. If the strategy is wrong, the most eloquent and well-conceived program won't work. I strongly urge you to be more strategy and concept oriented than technique oriented in your lives or in your businesses.

People will always pursue their well-being in a logical, rational way, but they will make their decisions on an emotional bent. You should always ask them and ask yourself, "Isn't there a better way they could be doing something?"

One of the pivotal, the integral, the critical, the central essences of what distinguished them and made them so much more successful was that they understood that "show me" is so much more powerful than "tell me." By showing it to you as it was alive, as it took form, as it rooted and worked in different people's lives, it's much more dramatic, isn't it? It's much more real. It's much more embraceable, and much more practical for you and much more achievable.

Instead of making a conclusive statement, they felt they were much better off giving their client the ammunition that allowed them to make the conclusion for themselves. If I do my job correctly for anyone, they end up evolving to the decision thinking that some conclusion is their own. That is my intended outcome because it's much more powerful if you own it rather than me.

If I own it and lend it to you, it's never going to be yours. If you basically gestated it, consummated it, gestated it, given birth to it, and raised it - it's your own, it's your progeny, you have great pride and commitment to it and belief in it. It is a mere extension of you. It's part of you.

You never want to draw the conclusions. You want them to take an action that makes a commitment. Your commitment to them will never be as strong as their commitment to themselves.

If they don't take action themselves, there's no power in it. Empowerment is a meaningless word unless you understand its implication. You empower them by turning on the energy and the power of their awareness by making it real and making them take ownership of it. "Show me, don't tell me" is their whole model. They believe that the client is silently uttering or thinking, "Show me, don't tell me."

Any claim you make your client must agree with or you lost them. Think about it. It's not an intellectual battle for factual superiority, is it? What do you win when you lose? You may be so ardent, but you're losing by trying to shove the fact down their throat. Any claim you make, I must agree with or I'm going to discount or shut off. So it doesn't matter if you're right if I refuse to acknowledge that you're right.

People can't agree with most claims unless they can think them through.

I had a client one time who was a brilliant thinker, but he didn't understand any of the elements I just shared with you. He had this hilarious constant battle and argument. He was involved in the investment field at a very high level and very successful. He was very well read and very esoteric in his understanding of the interventions of all kinds of economic, financial, social, political economic issues and their implication to investment, finance, monetary trends, commodity prices. He was a very bright man. However...

He was too hip. He thought people loved him and respected him so much that all he had to do was utter his conclusions and they would just follow. He would sit down and he would write to his clients and just say, "Do this, do that." I'd say, "That's wrong, that's wrong." He'd say, "No, no, this is what they need. They don't want to be burdened with all the details. They just want the facts." So he'd do it and he'd get a modest or non-response. And I'd say, "Do you want me to try?"

And then I'd go through the process of letting them in on the conclusion, the basis, the facts, what we thought that meant, why we thought that meant it. Because from logical emotional standards this interpretation made better sense. And then, finally, after I'd walk them through the whole process I took them to a conclusion.

Invariably, 99.9 times out of 100, my report outproduced his by quantum levels. But he still kept doing it because he wanted to fight them, he wanted to show them. It is the price you pay on indulging yourself. It's lessened results, lessened connection, lessened profitability, lessened success. If you're willing to pay that price, more power to you, as long as you identify and understand the cost that certain avenues of action impose upon you.

People discount series of statements. They want to evolve a series of conclusions. Just saying, "This is the way it is" does not help people. Again, I hope that I've gone to such inordinate and almost protracted and caricatured effort to make that point evident to you by my own actions. If I just gave you definitive comments but didn't give you the richness of the parenthetical implications and the basis behind it, you think you'd understand and embrace it at the level that you do at this moment?

These people that I interviewed felt that their job was always to advocate their client's perspective. So that every word said the client silently felt, "He understands me and where I'm at or where I'm coming from."

People feel, “I’m tired of being controlled.” Don’t you? Aren’t you tired of being limited? Aren’t you tired of having ads that don’t work? Aren’t you tired of having competition basically make you have to lower yourself to their level? Aren’t you tired of customers relegating you to a commodity?

I would be if I were you. That’s why I wouldn’t do it. That’s why you don’t have to do it, because you’re in control. You aren’t controlled - never have been. You just abdicated control of yourselves and your business.

These people understood at the highest level possible that their job is to reduce the hurdle, their equivalent of lowering the barrier of resistance.

People are quietly obsessed, sometimes even unconsciously obsessed with whether or not they stand out, whether or not they’re unique, whether people will care about them. Do you think you’re any different? Don’t you want people to care deeply about you? I would like to hope, because it is the truth, I really care about your well being. I’m not looking at you for your wallet.

Your clients want to feel like you worry about them and you care about them in a dimension far more meaningful than just catering to their treasury, or their pocketbook, or their bank card. And you should, because it makes doing business and transacting your life about ten times more fulfilling and effective.

They felt that most of their competitors didn’t give their own customers a chance to buy more. They felt like they limited their clients ability to understand the advantages and to help connect with the client to the client to take fullest advantage of all the opportunities that were there for them to make their lives and their businesses more fulfilling, purposeful, rich, more productive. They felt that customers really were being forced to buy less than they wanted to by the options of most of their competitors.

Many concepts can be too difficult for most people to buy into. I am a little - or a lot - guilty of this. The more you can use a reference example everyone can relate to first and then explain it, the easier it is for people.

I tend to be more intellectual, which is a disservice to you. I’ll talk about a concept and then explain it or apply it. Instead, if I gave you a reference in your life of something that was evident...if I said to you, “You know when you go to McDonalds and you ask for a hamburger, they always say, ‘Would you also like fries and a Coke?’ Well that’s upselling.” Then you’ve got a reference frame. I don’t always do that, and that’s a disservice to you.

You should always try to use a reference frame metaphorically first before you try to explain anything to your clients.

Most people don’t really know what to do. If they did, they’d be doing it. So take the understanding they don’t know what to do, but they don’t even know they don’t

know, or if they do know, they are ashamed and afraid to reveal it. So benevolently, and nurturously, and empathetically, and respectfully help them learn what is possible.

People are searching for ways to make the next investment decision, or the next business decision, or the next life decision better. Solve their problem for them today.

*For more information about Jay's future programs or products...
you may join his Info & Updates List by sending
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