

# **Learn to Sell What They Are Buying**



**John Voris**

**An Actionable Sales Journal**



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LOVE, JUSTICE, WISDOM, or POWER?

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that reveals your Life Theme.

# **Learn to Sell What They Are Buying (Book Excerpt)**

Discover the Authentic Motivations of Your Prospects

**John Voris**



**An Actionable Sales Journal**

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## **Dedication**

To my wife, Kathleen.

For her support and patience far beyond reason.

# How to Read a THiNKaha® Book

## A Note from the Publisher

The AHAtthat/THiNKaha series is the CliffsNotes of the 21st century. These books are contextual in nature. Although the actual words won't change, their meaning will every time you read one as your context will change. Be ready, you will experience your own AHA moments as you read the AHA messages™ in this book. They are designed to be stand-alone actionable messages that will help you think about a project you're working on, an event, a sales deal, a personal issue, etc. differently. As you read this book, please think about the following:

1. It should only take 15–20 minutes to read this book the first time out. When you're reading, write in the underlined area one to three action items that resonate with you.
2. Mark your calendar to re-read this book again in 30 days.
3. Repeat step #1 and mark one to three more AHA messages that resonate. They will most likely be different than the first time. BTW: this is also a great time to reflect on the AHA messages that resonated with you during your last reading.

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Mitchell Levy, The AHA Guy at AHAtthat  
[publisher@thinkaha.com](mailto:publisher@thinkaha.com)



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Enough to Sell Them Something

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## Prologue



### Why Is This Unique?

In 1980, I decided to rebel against all of what I had learned from traditional sales training and start over. I had used all the latest methods and techniques and still failed. From this fresh beginning, I was able to discover sales principles and methods that produced unheard-of results in this country. My new source was the European discoveries in linguistics and psychology I learned from my college studies. I turned years of failure into success.

Europeans have the answers we in America are looking for but are denied by the pressures from organizations such as the American Psychiatric Association. Several European scholars of linguistics have unraveled many mysteries surrounding human communication that still exist in this country. Communication is the number-one tool in sales, and European academics know the meaning of communication is not just found in the words we use and body language. Rather, meaning is found in the dynamics of the interpretation of symbols (Objects).

## **Sales Training**

As a sales rep, I look at the objects surrounding my prospects and other physical evidence that will reveal their beliefs, values, and motivations. They will reveal their current worldview and what they are willing to buy and not buy. What people sell is not something a buyer sees as just another object to have and satisfy a momentary need—the sales rep has convinced a buyer that this object qualifies to become part of their identity and worthy of purchase. By assessing these real physical objects, this method is objective and not of personal opinions.

This approach is why I have been able to teach sales for over fifteen years, producing 100-percent Authentic Satisfaction. This satisfaction includes many who discovered in workshop training that they had been coerced into accepting a sales position that, now they know through this training, did not conform to their Authenticity. Now they know to get out.

As you can see, Authentic Systems is not personality dependent nor does it follow the principles taught by the sales training industry. Rather, by assembling the meaning of the objects and environment surrounding the prospect, they became the catalyst to produce Authentic Systems. In other words, by approaching what surrounds the prospect as a collection of artifacts representing his or her past decisions, I teach people how to become an Authentic Sales Archeologist.

### **Authentic Systems**

Authentic Systems share many of the characteristics found in the sciences of archeology and forensics. These sciences have developed effective methods of analyzing objects to learn about the people who possessed them. Archeology analyzes artifacts of the past, and forensics assesses physical evidence in the present. They are able to connect objects to societies and individual people by using processes found in archeology.

From this beginning, I noticed other, larger patterns emerge. Through research, I discovered that many scholars throughout history reported similar consistencies and grouped these into categories. Indigenous people from around the world used variations of four universal human characteristics—for example, healer, teacher, visionary, and warrior. These basic categories have been used in existential psychology originating from European schools and motivational systems from Germany.

I now have a system for reading objects that collectively could be captured under what is now known as “Four Universal Virtues” that we all share.

## Introduction

Is the book you are currently holding in your hands your ticket to happiness? This book contains nothing less than the system for understanding human nature and finding contentment and fulfillment in life. The key to understanding your true identity and creating a life that fulfills your purpose lies within these pages.

Unknown to you and most of your peers in sales, a battle has been raging between the European view of motivation and the American view for years. The Europeans have the answers that the American sales training industry is still looking for. Using this knowledge will catapult you from a novice salesperson to a professional. For the professional salesperson, adopting this model means you will no longer rely on intuition alone to close your sales. Instead of intuition controlling you, you will control it.

When all people have exhausted the self-help industry and want more depth, not just but including salespeople, they come to me. The self-help industry, including personality profiling, can take you only so far, which is why this book may truly be what you have been searching for. Authentic Systems is a system developed through my observations of people and the objects with which they surround themselves.

It became apparent that people gather objects that enable them to better express their inner identity. That is, when we consistently recognize that certain people identify with certain items, we find the real identity of those people.

European scholars have known for decades that objects reveal who we are. Through reading their research and my application, I have taken it from theory to practical use. By “reading” the meaning of those objects, we should find the real identity of these people. Since we surround ourselves with items that have

meaning to us, I began to realize that by studying the contents of someone's home or office, one can learn something about the owner's unique perspective and life motivation.

This is exactly what I did for over thirty-five years, using my sales route as a testing ground. I first used and validated this system for twenty years while in the sales industry. Then I left sales and spent the following fifteen years helping hundreds of people find their way back to who they really are. In so doing, each of my clients has found their own unique path to happiness.

Authentic Systems is based on observation. This makes the methods and results teachable, repeatable, universal, and verifiable. In fact, I taught Authentic Systems to my daughter when she was fourteen years old. It is not dependent on theory or personality, but rather just pure observational data. For that reason, it is both logically and intuitively easy to understand. I have taught hundreds how to "read" the true motivations of themselves and others. This book is designed to introduce you to this system.

It is my hope that through the wisdom and insight contained within these pages, you will begin a truly remarkable journey in sales.

John Voris  
May 2019

**Learn to know the prospects you're interacting with in a way that they can relate to and trust you. This is done by using terms that resonate with their #AuthenticIdentity. #KnowYourProspects**



**John Voris**

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Share the AHA messages from this book socially by going to  
<http://aha.pub/Learn2Sell>

## Section I

### Do You Really Know Your Prospect Enough to Sell Them Something?

As an American salesperson, you've never been exposed to the European approach to motivation, have you? This has never been applied to sales in the United States, until now.

Most people don't know there has been a battle between the European view of motivation and the American view. Europeans have answers the American sales training industry is still looking for. Using this knowledge will catapult you from a novice salesperson to a professional. For the professional salesperson, adopting this model means you will no longer rely on intuition alone to close your sales. Instead of intuition controlling you, you will control it.

Watch this video: <http://aha.pub/Learn2SellS1>



# 1

The European approach to motivation is radically different from the American approach. Know and understand this and completely change your strategy.  
#KnowYourProspects

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# 2

There are four virtues that all of us have: Love, Justice, Wisdom, and Power. For each of us, one of those four virtues is our dominant controlling #LifeTheme. #KnowYourProspects

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# 3

A Love person is all about compassion,  
empathy, and feelings. #KnowYourProspects

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# 4

A Justice person is seeking balance,  
design, fairness, and harmony.  
#KnowYourProspects

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# 5

A Wisdom person will look at an object  
and see if it will enhance their knowledge.  
#KnowYourProspects

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# 6

A Power person is someone who wants  
to produce achievements and reach  
goals over all other considerations.  
#KnowYourProspects

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# 7

The essential element to Love is Caring,  
to Justice is Symmetry, to Wisdom  
is Learning, and to Power is Change.  
#KnowYourProspects

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## 8

Our individual life themes (Love, Justice, Wisdom, or Power) look at the same object from one of these perspectives. This is what motivates someone to purchase.

#KnowYourProspects

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## 9

Everything that surrounds your prospects are things they need in order to express their #AuthenticIdentity. Be aware of your prospect's surroundings.

#KnowYourProspects

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# 10

Learn to know the prospects you're interacting with in a way they can relate to and trust you. This is done by using terms that resonate with their #AuthenticIdentity. #KnowYourProspects

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# 11

Want to increase the chance of a sale?  
Verbalize the benefits you are selling from the prospect's authentic perspective.  
#KnowYourProspects

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# 12

The human mind has only one need,  
and that is the perpetual need to express  
its #AuthenticIdentity. Let your prospects  
express theirs. #KnowYourProspects

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# 13

Once your prospect completely, and  
without any further contingencies, connects  
their #Authentic Identity to the object  
you're selling, they will definitely buy it.  
#KnowYourProspects

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# 14

Identify your prospect's authentic self. In order to appeal to them, craft your message to include their type of Authentic benefits that they'll receive when they make the purchase. #KnowYourProspects

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# 15

Suspend your #Authentic self long  
enough to see your prospect accurately.  
Otherwise, too many prospects will  
appear to be guided by your #LifeTheme.  
#KnowYourProspects

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# 16

A good salesperson is someone who understands who their prospect is and communicates with them authentically.

#KnowYourProspects

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# 17

When you speak in your prospect's terms,  
you speak to their authentic self, where  
you will connect to them authentically.  
#KnowYourProspects

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# 18

When salespeople connect effectively  
to their prospect's theme (Love, Justice,  
Wisdom, or Power), they increase their  
desire to buy to 100%. That does not mean  
you will sell to them, but the desire is there.  
#KnowYourProspects

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## **Appendix**

## Definitions

### **Alignment with Prospect**

We all **Know, Like, and Trust** the values and meaning we identify as ourselves. If done correctly, the values and meaning of the prospect, the object or service sold, and the sales rep become aligned through conforming verbal descriptions.

### **Authentic Life Theme**

A Life Theme is one of four Universal Virtues that dominate our world perspective and give form to both our moral and ethical constructions, which are the foundations of our Authentic Identity.

### **The Authentic Identity**

The Authentic Identity is a stabilizing process of psychic elements, including Love, Justice, Wisdom, and Power, that continuously flow into a unified, individual identity. This identity is the force that drives our external personality.

### **Authentic Meaning**

Our Authentic Identity develops by transforming our surrounding Social Meaning into a unique unified conformity designed to manifest our Personal Authentic Meaning.

### **Authentic Rapport**

This occurs when an individual is able to acknowledge and affirm the Authentic Identity beneath the personality of another through using the qualities of their own Authentic Identity.

### **Being Authentic**

This is to freely express meaning, purpose, and action that conforms to your Life Theme—to generate overall life contentment with momentary feelings of happiness, occasioned by bursts of joy.

**Conforming Symbols of Meaning**

The meaning and values attached to the object or service sold, that conforms and reflects those meaning and values possessed by the prospect.

**Expression of Need**

The Law of Authentic Expression: the human mind has only one need, the need to stabilize, enhance, and express our Authentic Identity through conforming symbols of meaning.

Regardless of who you are—what culture, race, ethnic group, time in history, or country you belong to—no one can avoid expressing their identity. We express ourselves through the objects we possess, by the people we associate with, and by participating in events.

**An Authentic Sales Representative**

An Authentic sales representative is an object in the eyes of the prospect who should reflect the meaning and values that best conform to that prospect.

**Social Meaning**

We are born into a preexisting environment that has been defined by society.

**Symbols of Meaning**

Every thing that has a name is a symbol representing meaning greater than itself. Human expression is manifested through our relationship with the meaning and values we hold for objects, events, and ideas. A sales rep is always selling the meaning and values that best resonate with the prospect, which are attached to objects, events, and ideas.

## About the Author



**John Voris** was a cold-call salesperson for over twenty years. He used what he learned from his philosophy degree at the University of California at Berkeley to create a system of selling that still works with greater consistency than what the sales training industry has to offer. This system reveals who is really going to buy and how best to sell to them based on the objects and symbols they surround themselves with.

John Voris has an extensive library that you can see in this video:  
<http://aha.pub/JohnVorislLibrary>





THiNKaha has created AHAthat for you to share content from this book.

- ➡ Share each AHA message socially: <http://aha.pub/Learn2Sell>
- ➡ Share additional content: <https://AHAthat.com>
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The European approach to motivation is radically different from the American approach. Know and understand this and completely change your strategy. #KnowYourProspects

The human mind has only one need, and that is the perpetual need to express its #AuthenticIdentity. Let your prospects express theirs. #KnowYourProspects

The objects sitting in a room are symbols that represent an #Idea. Look for these symbols to know more about your prospect. #KnowYourProspects

You need to sell in a way that conforms to your prospect in order for them to know, like, trust, and buy from you. <http://aha.pub/TEDtalk> #KnowYourProspects

Pre-qualify your prospect first before you meet, to understand the best approach to sell to them. #SellToTheTheme #KnowYourProspects

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