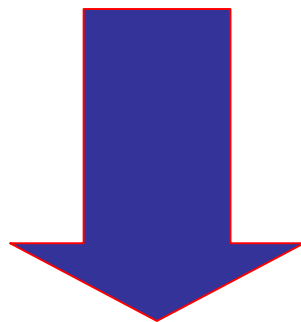


“How To Permanently Free Yourself From The Shackles Of Rejection, Frustration, and Unwanted Stress”

A Remarkably Simple Technology

By:

Len Foley





Before You Begin...

This is a very simple technology. It's so simple that you may think you can skip over the first few exercises. Please don't make this mistake! The initial exercises are necessary for the later portions to effectively work.

This e-book won't take long to read, an hour or so, at most. The exercises, on the other hand, may take upwards of a half-hour (altogether). I recommend you practice the exercises as often as you're able.

In my seminars, I drill this technology over and over until each participant has it deeply ingrained into his or her nervous system. This kind of attention is helpful, but by no means necessary. You will experience phenomenal results after only one week of practice.

Note: Some of the games require a partner. Your partner won't need to read this e-book in order to play.

Again, the games are fun and the technology is simple to use. But like anything else, your results will be in direct proportion to how much you practice...

Have fun with this material...and let me know if you have any problems:

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Part One: “What Are You Really Carrying?”

At the beginning of my “**Amazing T.N.R Method™**” seminar, four assistants carry out *147 pounds* of red bricks and stack them in a neat pile at the front of the room.

“I’d like a volunteer,” I say.

A heavy-set man walks tentatively to the front and is now standing in front of the stacked bricks. I hand the man a piece of chocolate cake on an oil-stained paper plate.

“I have a little game,” I say. “I want you to sell me the chocolate cake and no matter what happens I want you to keep trying to sell it to me...”

The man looks at the dripping cake in his hand and then nods.

“Good,” I say. “Let’s get started. Okay?”

Again, he nods.

“Sell me the chocolate cake,” I say.

“Do you want to buy this piece of chocolate cake?” He asks me.

“No!” I say, and I load one of the red bricks into his hand.

“Keep going.”

“Do you want to buy this piece of chocolate cake?” He repeats.

“No!” I say, and load another two bricks into his hand.

Now smiling, he asks: “Would you like to buy this chocolate...”

And before he finishes his sentence I load another three bricks into his arms.

He's now attempting to hold the cake and bricks without falling forwards.

"Would you..."

"No!" I repeat, and load another four bricks into his arms.

"Would..."

"No!" And another five bricks get dumped on the others.

Now he's laughing. "I don't think I can hold any more!"

"Good." I turn to the audience. "Who's holding the bricks?" I ask.

"He is," a woman says.

"Yes. And why is he holding the bricks?"

"Because you gave them to him," she says.

"Yes, I gave them to him. But why is he holding the bricks?"

The woman is now standing. "Because you put them in his arms..."

"Yes, I put them into his arms. But why is he holding the bricks?"

"Because it was part of the game," she says.

"Yes, it was part of the game. But why is he holding the bricks?"

She's looking at me dumbfounded. "Because...*I don't know.*"

I look out at the rest of the audience. "Why is he holding the bricks?"

No response.

"Why is he holding the bricks?" I repeat.

A man stands. "I don't know...I guess because he *wants* to...?"

The heavy-set man, now sweating, looks at me pleadingly.

"This is a day in the life of your average salesman," I say. "Day in and day out...they're carrying miserable loads to every prospect they see..."

I pull off some of the man's bricks and he hands me the chocolate cake.

“Why do salespeople carry such miserable loads?” I ask.

No response.

“Have any of you heard the expression:

“Some people Love Pounding Their Heads Against The Wall Because It Feels So Good When They Stop?”

A few people smile and most everyone nods.

“That’s the kind of relief most sales training provides,” I add. “But it’s not the kind of relief we’re offering in this course...”

“We’re gonna do something a little differently than what you may be used to. We’re gonna play a little game. It’s a simple game, very, very simple; so simple, really...that you’ll think it’s one of the stupidest things you’ve ever heard! But I promise you, if you play this game sincerely, and play it consistently, it can have a profound impact on almost every area of your life...”



For those of you at home: *Do the exercises* as we go through them (you’ll be wasting your time if you read this and do nothing!). Follow along with each step as if you were a participant in the room.

“So here it is: I’m gonna throw out a simple word and you tell me the first thing that comes to mind...”

“Okay? Everyone ready?” Some nods. “Good. Here we go; here’s the first word...” I step to the front of the room and say: **“car.”** I look around. “Is anyone thinking a particular car?” I ask.

Everyone raise his or her hand.

“Tell me what you’re thinking of,” I say.

“A jet-black Mercedes,” a man says.

“Good. Who else?”

“A Volvo,” a woman adds.

“A Model-T Ford,” another woman says.

“A go-cart,” someone else adds.

“Did anyone else think of a *Mercedes*?” I ask.

A woman raises her hand.

“What color?” I ask her.

“Candy apple red,” she says.

“Hm.” I add. “Did anyone else get a candy apple red Mercedes?”

No hands go up.

“Strange, isn’t it? I throw out a word and every person in this room gets a different response. Let’s try it again: **Chocolate Mousse...**

“Who’s thinking of Chocolate Mousse in a silver goblet?”

One man raises his hand.

“Anyone thinking of Chocolate Mousse in a paper cup?”

Two more hands go up. “And what colors are your cups?” I ask.

“White,” a man says.

“White with blue polka-dots,” the other woman adds.

“Odd,” I say. “Truly, truly odd...No matter what word I say...not one person in this room gets the same response...”

“Now it’s pretty simple, isn’t it? I throw out a stimulus and you get a response. Notice you didn’t **choose** which response you took...something simply ‘popped’ into your mind...”

“All right, then...let’s try again. This time I’m going to throw out a word and instead of taking your *first* response...I want you to wait until your *second* response shows up. Any questions?”

“I’m not following you,” a woman said.

“Great!” I said. “And that’s your *first* response.”

“But I don’t understand this game...”

“And that’s your *second* response. Any questions?”

A man stands. “Lemme get this straight,” he says. “You’re gonna throw out a word like ‘apple pie’...and I’m supposed to notice the first thing that pops into my mind...say like ‘American flag’...and then I’m supposed to wait for the next thing that pops into my mind...like: ‘baseball, and then say that?”

“Yes,” I say. “You get your first response: ‘American flag’...but you wait until you get your second response: ‘baseball’ before saying anything.”

“What’s the point of this?” He asks.

“You’ll see. It’s one of the most profound technologies we teach. So let’s try again. Ready? Here’s the word: **banana**.

“Who wants to tell me their second response?”

“I got yellow,” a woman says.

“Good. And what was your first response?”

“Fruit.”

“Good. You seem to be getting the hang of this. Let’s do the same thing, only now I want you to take your tenth response...”

There is some commotion, and I say: “It’s easy, really. You get your first response, and then wait. Another response shows up, and then you wait for another and another and another until you get to ten. Let’s try it once with a volunteer.”

A young woman stands. “Okay, here’s the word: **palm tree**. What’s your first response?”

“Hawaii,” she says.

“And your second response?”

“The beach.”

“Third?”

“Coconuts.”

“Fourth? Keep going.”

“Coconut cream pie...fork...kitchen table...my mother...dog collar...grass...shoes...”

“Great,” I say. “‘Shoes’ is your tenth response. Easy isn’t it? So here’s a word for everyone: **leaf.**”

There is a long, quiet pause while everyone counts through his or her ten responses.

When it looks as if they’re nearing the end, I ask: “Is everyone getting the hang of this little game?”

They all nod.

“Then let me ask you a question: When was the last time you actually took a tenth response? In fact, can any of you remember any instances where you may have waited long enough to take even a second or third response?”

A man stands. “Nothing would ever get done if we waited that long,” he says.

“That’s true,” I say. “But my question wasn’t about how *long* things take —my question was whether or not anyone in this room has ever taken a tenth response.”

“Why would we ever want to do that?” The man asks. “What possible use could it be?”

“That’s a good question,” I say. “Why would anyone *ever* want to take a tenth response?”

“Maybe if someone cuts me off in traffic?” A woman says.

“Ahhhh. Let’s look at that. Someone cuts you off in traffic...and what do most people do? Answer: *The first thing that occurs for them to do! They take their first response!*” I shake my fist in the air like I’m berating another driver.

“It’s funny,” I say. “Any time you’ve ever regretted saying or doing anything—you’ve most likely regretted taking your first or second response.”

“So you’re suggesting we never take our *first* response?” The man asks.

“Not at all. Sometimes your first response is the most *appropriate* way to respond...*but...*” I add, “and listen closely: **It’s only the most appropriate response if you don’t have to take it!**”

“I’m not sure I follow...”

“Look: What happens if someone does something terrible to you for no apparent reason? You’re walking down the street with your wife, minding your own business, having a wonderful time, and then suddenly a crazy man approaches you, laughing, and hits you in the face with a rotten banana peel. What would be your first response?”

“I’d probably get really angry and want to punch him in the nose or push him away.”

“Yes. Anger would be a *natural* first response: it’s the response many of us would take without even pausing. We’d get angry and then either retaliate or walk away.”

“And what’s wrong with that?” He asks “It’s an *instinctual* response...and offers protection in times of danger.”

“You’re right, it is an instinctual response. But what happens when you get so angry that you push a good friend down a flight of stairs or say something terrible that ruins a lifelong relationship?”

“Sometimes anger can be an *appropriate* response, too...” he says, “like if someone were trying to hurt my family...”

“There’s a difference between a *wrathful* response and a response that is full of anger,” I add. “Anger is a response which exaggerates and distorts the situation. For instance, when we become so enraged with another person or situation...we generally see everything through a cloudy, unfocused lens. We become *controlled* by our emotions and eventually lose perspective on what’s really going on...”

“A wrathful response, on the other hand, is responding in a manner which *looks* like anger to everyone else...but in reality, you maintain a very clear, conscious perspective on everything around you...”

“Like an actor playing a part?” He asks.

“Yes. It’s like a brilliant performer in a play. You watch: bad actors usually get so caught up in their roles that they lose their connection with the audience and the other performers.

“If a scene calls for them getting angry...then they really get angry...if a scene calls for sadness...then they really get sad. But this isn't acting, *its melodrama*. Melodramatic actors become slaves to their own emotions and their emotions eventually dictate how their scenes get played out...

“A brilliant actor on the other hand, **never plays an angry scene angry**. She can't *afford* to get angry...because she knows every second of anger is like ten million intelligent neurons getting sucked out of her brain.

“See, *anger makes you stupid*. In fact, it's *designed* to make you stupid. Have you ever gotten angry and said or done something that made you sound like an imbecile?”

Most everyone raises his or her hands.

“That's what anger does: It's like swallowing a stupid pill...thinking: ‘This is the best response for this particular situation...’ But I can't think of any situation where stupidity is the best response.”

“But what about when I've gotten angry at someone in my office who's stepped out of line?”

“You might have responded with anger,” I say. “Or you might have responded with wrath. The way you tell the difference is in your *intention*. If your intention is to hurt the other person...it's anger. If your intention is to protect or help the other person, it's wrath.”

“It's not that clear of a distinction,” he says.

“Not to everyone else,” I add. “But it can always be clear for you. Sooner or later, if you reflect deeply about it, you'll see what your intention really was.”

“So you're saying it's never good to get angry...?”

“That's right. Although sometimes it's good for other people to ‘think’ you're angry...it's never good for you to actually *be* angry.”

“I see,” he says. “This is easier said than done.”

“It's easier done, too,” I add. “You'll see. Let's break into pairs and play another game...”



For those of you at home: *The next few exercises are, by far, the most important.* You'll need a partner and about 15 or 20 minutes.

If you haven't done any of the initial exercises, please go back and do them before moving on!

After everyone finds a partner, I say: "Okay, I want everyone to repeat the last exercise. Only now, I want you each to switch around your responses. So one person throws out a stimulus, say: **dog**. And instead of the other person saying a *first* response, I want him or her to say a *sixth* response. And then after the second partner says a sixth response, I want the first partner to give his or her twelfth response. Any questions?"

A man stands. "So the first person says a sixth response and the second says a twelfth response...?"

"Yes," I say. "Let's get started..."



Part Two: “The Amazing T.N.R. Method Revealed™” (Part One)

“How did everyone do in the exercise?” I ask.

A woman stands. “It’s interesting how ridiculous some of my responses were,” she says.

“Yes. But for some reason we seem to think our *first* ridiculous response is the only one worth taking. It’s strange, isn’t it? We can be incredibly creative if we just give ourselves a little *time* in between the responses that naturally occur.”

“What amazed me,” a man adds. “Is that after a while it took longer and longer for the responses to come up...and the ones that did were really so bizarre that they just made me laugh...”

“Given enough time,” I add. “We could all be great comedians. But not if we’re stuck in a first response-mentality.”

“I don’t get any of this,” an older woman says. “In fact, I think this is just about one of the silliest seminars I’ve ever taken...”

“And that’s your first response to this seminar,” I say. “What’s your second response?”

“My second response is that you don’t know what you’re doing...”

“And your third?”

“I think I’m wasting my time...”

“And your fourth?”

She pauses for a few seconds. “I’m hungry,” she says.

“And your fifth?”

She laughs. "I'm wondering what's on TV tonight."

"And your sixth?"

Again she pauses, this time for a full two minutes. "I..." she says, and then smiles. "I don't have any response."

"And how do you feel?"

"I'm still bored..."

"And what else?"

"And..." her smile widens. "Relaxed..."

"Yes. And you *look* relaxed. Relaxation is usually the initial sign that you've broken the loop of your first responses. The next sign, which occurs when you've practiced these exercises extensively, is deep, imperturbable peace..."

Another woman stands. "I have a question. My third, fourth, and fifth responses were the same thing...No mater what my partner said...all I could do was repeat the first response over and over again...that's the only thing that popped in my head..."

"That's okay," I say. "It's just something you need to notice, that's all. Sometimes our stimulus-*first*-response automaticity is so ingrained that we really can't do anything else...but that will change over time...I promise.

"Okay, then. Now, we're ready to take this game to a whole new level. This is where you'll begin seeing how this practice can revolutionize virtually every area of your life. Please turn to your partners"

I wait for everyone to get situated and then say: "Okay, remaining with your same partners, I want everyone to do the exercise as before...only now, I want the first person to take their fifteenth response and the second person to take their twenty-third..."



Again, for those of you at home:

Please STOP and do this exercise...

After about three or four minutes, when everyone seems to have finished, I say: “Good. Now I want the first partner to take his or her thirty-second response...and the second partner to take his or her nineteenth...”

There are a few grumbles, and I say: “This will be worth the effort...ready? Okay, now go...”



Part Two: “The Amazing T.N.R. Method Revealed™” (Part Two)

There is a quiet depth in the room that didn’t exist even a few minutes ago. “Look around the room,” I say. “Everyone looks a little different...more peaceful and relaxed...”

Everyone looks around and there are a few agreeing nods.

“We haven’t seen anything yet,” I say. “Now I want you to turn to your partners and take this game to the deepest level imaginable...”

“*Partner number one*: I want you to try and sell something to the other person. It can be anything: a shoe, pen, paper clip; it doesn’t matter. I then want *partner number two* to rudely reject the offer...again, it doesn’t matter what you say, so long as it’s rude and obnoxious.”

“And then *partner number one*: I want you to really listen to this objection...really listen to it and let it sink in. When you feel as though the rejection has hit you *deeply*, I want you to take your eighty-second response...”



Again, for those of you at home:

Please STOP and do this exercise...

(We’re almost done, I promise!)

“All right,” I say, after everyone has finished. “Did anyone notice anything peculiar?”

“I was really upset,” a woman says. “But only until *my twenty-ninth response*. After that, the whole thing really got funny! I couldn’t think of anything that didn’t crack me up...”

“It’s odd how truly ridiculous our later responses become,” I add. “But what we need to remember is: ***all our responses are equally ridiculous or equally valid...depending how seriously we decide to take them!*** They’re just responses—not good, not bad. And we have no *choice* about how or when they come; they’re simply what show up in the brain. It’s only what we **do** with the responses which determines how they’ll affect our lives...”

“For instance: someone cuts you off in traffic. Your first response might be to run the person off the road... on the other hand...your twentieth response might be to imagine the person is rushing to get to the hospital because he just chopped his finger off in a cooking accident. See, both responses showed up in your brain...both determine very different courses of action...and both are equally valid...the only question is: which response are you going to choose?”

“What surprised me,” a man adds, “is how my anger seemed to die down after only three or four responses...*yet I’m known as a pretty temperamental person*. Knowing how to wait an extra three or four seconds in any interaction could literally change the course of my life.”

“That’s all it usually takes,” I add. “Some people who really believe themselves to be easily angered are usually only a few responses away from being completely at ease and relaxed.”

A woman stands. “My limit of anger seems to hover around my twelfth response,” she says. “After that, I couldn’t be bothered!”

“Yes. What we seldom realize is how draining and exhausting it is for us to be angry or unhappy or afraid! Once we give ourselves the option for something better, our brains *naturally* move in the direction of least frustration and most calm...”

“Are you suggesting,” a man asks, “that we got through ten or twenty responses to ***everything*** that happens to us?”

“Not at all. This is a game, that’s all. But the more you practice, the more flexible and omni-responsive you’ll become. When you look around at the most impressive leaders who work flawlessly in emergency situations, you’ll notice one trait that they all have in common...”

“They have the most experience?” A woman asks.

“They have the most responses!” I add. “See, the higher you go in any organization the more responses you’ll find. People at the bottom are usually stuck in first and second response loops...”

“But I still don’t see the *practicality* of this technology,” a man says. “How in the world am I supposed to take later responses when a particular situation demands a *quick* and *immediate* response?”

“That’s why these games are so important,” I say. “The more you play with these silly, little exercises...the more flexibility you’ll see showing up everywhere else in your life.”

“Picking my tenth response to the word: **banana** is gonna help me with my stress at work?”

“No. The banana exercise warms up your brain for more profound applications. For example, think of a time where you become really stressed at work...”

“The end of the month,” he says. “Most of my work piles up until that last week...”

“And what’s your first response to your work piling up?” I ask.

“I get overwhelmed.”

“And your second response?”

“If I don’t get it all done I might lose my job.”

“And your third?”

“I won’t have enough money to take care of my family.”

“Fourth?”

“I’ll lose my house.”

“Sixth?”

“My youngest daughter just had her first tooth fall out.”

“Seventh?”

He pauses. “I can’t believe how quick my children are growing...”

"Eighth?"

"How little time I spend with them..."

"Ninth?"

"I don't like my job very much. It's not what I really want to be doing...but I'm not sure what else I can do..."

"How are you feeling?" I ask him.

"A little sad," he says.

"And when you think about your stress at work...which response seems to be the most appropriate for the situation..."

"I need to spend more time with my family..."

"And what's your first response to not spending enough time with your family?"

"Guilt," he says.

"And your second?"

The man pauses for a moment and his face softens considerably. "I love them very much."

"And your third?"

"I'll do anything for them..."

I smile. "Notice the range of emotions this little exercise brings up. It doesn't mean any of his responses are the right responses...it means he now has more options regarding his situation than he previously had..."

"So the whole point of this exercise is to create more choice?"

"At least more than you thought you had. See, you first had certain ideas regarding your stress at work. But the more deeply you probed your responses...the more you started to realize that it had nothing to do with your job and everything to do with the amount of time you're away from your family.

"And if you stayed with your first or second responses to the stress...you never would've found out anything else about it and simply blamed your workload or

your boss for your unhappiness. The truth is: you love your family and resent your job for keeping you in the office so much.

“No you have a different way of looking at the situation...and next time the end of the month roles around, you’ll most likely have a proactive response to the situation.

“That’s another way you can identify first responses: they’re usually *reactive* and not proactive. Reactive responses mean that the stimulus determines how you respond. Proactive responses mean you determine how you’ll respond based on the most appropriate choice.”

“First responses take me out of the driver’s seat?” He asks.

“Again, only if you must take it!”

“Hm,” he says.

“As you can see,” I add. “This exercise is not limited only to ‘rejection situations’ where someone says he doesn’t want what you’re selling. This exercise can be applied to *any* situation: emergencies, sporting events, big presentations for work, etc....

“But we’ll get into that in the next section...”



Part Two: “The Amazing T.N.R. Method Revealed™” (Part Three)

“Can anyone see how this technology could be applied to an emergency situation?” I ask.

“The calmer we are,” a woman says, “the more intelligent we’ll be regarding the situation.”

“Yes,” I say. “And *how* exactly, do we generate calm in an emergency situation?”

“We need to realize that, if it’s an unusual situation, any panic or uncertainty we experience will probably be a result of our first responses...”

“Good. And how will realizing that help us?”

“We can then give ourselves more time...even a few seconds longer...to see what other responses show up...”

“And if nothing worthwhile shows up?”

“Then we should see what our response is regarding that...”

“Excellent. The bottom line is: you will be far more resourceful in a relaxed, calm state...than you’ll be upset, agitated, and afraid. Even if you don’t know what to do...you’ll more likely to find out the best course of action when you unperturbed...”

“How could we apply this technology to a sport?” A man asks.

“The best athletes,” I say, “have the most responses to more situations than anyone else. Think of a boxer. The worst boxers are like mechanical robots. They know what to do so long as they’re fighting opponents who are like

“Almost everything in life creates responses in us. The more responses we have, the more powerful and relaxed we’ll become.

“This includes coaches as well. The winning coach usually sees possibilities that the losing coach just can’t see. The more possibilities the coach sees, the better his chance of winning the game.”

“So what are we supposed to do now that we know all this?” A man asks.

“Practice it,” I say. “Over and over again in situations where the stakes aren’t very high. The more you practice this technology when the going is easy, the better off you’ll be when the going gets tough. An old teacher of mine used to say: ‘When the going gets tough, you get what you’ve practiced...’”



Practice, Practice, Practice...

There are hundreds of ways to practice this technology. In my workshops we spend an entire day working on different responses (we could even spend an entire month)! There is no end to possibilities...

Think about this: You can have your own “at-home-workshop”. You can spend an entire afternoon taking your twelfth response to everything that happens to you.

You can practice giving your spouse or your kids your fourteenth responses and you can teach them to give you their third...

Have fun with this... It's really quite fun and surprising when your later responses become habitual and normal to take.

Re-read this manual. Play with the exercises...and watch as a world of possibilities opens up for you. It won't be long before this technology becomes ingrained throughout your entire life!

Remember: If you have any problems, don't hesitate to contact me:

lenfoley@21stcenturysalestraining.com

PS: And if you haven't guessed yet, the “T.N.R” in the “T.N.R. Method™” means “Taking No Response!”