

Infinite Way Circle of Christhood

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The Principle of Oneness in Salesmanship

The Monthly Letter

August 1960

If a salesman were to make his contact with God in the morning before leaving home and left for work with the feeling of God's presence beside him, within him, and around him, he would automatically be spiritually at one with those who needed what he had to sell, and in the course of the day, he would be led to them. In proportion to the depth of his contact and to his continued ability to listen, would he be led to his customers without waste of time, and then it would not be necessary for him to make ten calls in order to make one sale.

In my own experience, on two different occasions, I had the opportunity of proving this principle. In the particular field of selling in which I was engaged, the salesmen were taught that normally there was one sale to an average of twenty calls, and that if a salesman would conscientiously make twenty calls in a day, he would make one sale. If he made forty calls, his average would be two sales a day. This average was so well established that sales managers used it as their guide to determine the amount of time their sales people were working; but his norm was completely reversed when I proved that one call could result in twenty sales - not twenty calls in one sale. By making this contact with my spiritual center, I was not only one with God, but I was one with all spiritual being and idea, so that usually when I made my call and my sale, there were enough recommendations growing out of the one sale to result eventually in twenty.

Later during the early days of the depression when I was in the practice of spiritual healing, a man who was selling a particular service and who found at the time that nobody was able to buy his service came to me for help. As a result of that help, he was able to apply the same principle and prove that whereas ordinarily five calls resulted in a sale, the process was reversed, and one call resulted in five sales. Moreover, because of his phenomenal success with this principle, within less than a year, he was promoted to the position of sales manager in that

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- ◆ Daily Quote
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- ◆ The Deep Things of God
- ◆ Disciples and Apostles
- ◆ The Disobedient
- ◆ Doctors, Nurses
- ◆ Do You Need a Doctor?
- ◆ Dominion Tapes
- ◆ The Dream
- ◆ Editing
- ◆ Editing: Sinkler Horizons
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- ◆ Emma's Tape List
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- ◆ Georgina

organization.

Salesmen often seem to be subjected to particular stress and pressure because, first of all, not only is there the problem of selling the merchandise, but also of ensuring its delivery. Moreover, in selling merchandise, there is always a third factor to be considered, the all important one of the buyer. And, if the salesman is living merely as a human being, he is competing for the sale of his merchandising not only with every other salesman handling similar lines, but also for the buyer's favor; and finally, he is competing with other salesmen in his own company to obtain prompt and safe delivery.

All this can easily and quickly be changed provided there is a change of consciousness on the part of the salesman. When a salesman is able to lift himself above the human picture by realizing that there is only one power, one life, and one activity, and that limitation, cut-throat competition, and sharp business practices are but the carnal mind, he discovers that there is only one buyer, and that one is God appearing as a thousand buyers. Therefore, it is to God that he offers his merchandise because God is appearing as infinite individual being -as salesman and as buyer.

Furthermore, everything that exists is an activity of God and a creation of God, so whatever it is he may be selling - mechanical gadgets or clothing - it has all originated in consciousness. God is the originator, the creator, and the designer, and certainly God never created any item to stand idle on someone's shelf in a store or warehouse. The very realization that God is the creator of any particular piece of merchandise should be sufficient assurance that God has created an outlet for it - effective advertising, the proper display of the product, and the right buyer for it. The entire activity is going on in the consciousness of God, not in the consciousness of man.

The owner or manager of a store may believe that he is limited to the customers of his immediate neighborhood, but there are thousands of people operating out of some little neighborhood store or office who have proved that their customers may be scattered all over the world - Africa, Asia, and Australia; whereas possibly even in the very same neighborhood and at the very same time, there may be others who cannot even draw enough from their own community to support them.