

The Greatest Salesman in the World

The Greatest Salesman in the World was the seminal work of Og Mandino and is as much a manifesto of living a good life as it is an instruction manual for a successful sales life.

It's a short book (110 pages) full of advice that applies to everyone, not just salespeople.

The story in the book centres around Hafid, a poor camel boy who became the owner of the most powerful trade empire of his time and was known as the greatest salesman in the world.

The first half of the book is about how Hafid learned the art of salesmanship from a set of ancient scrolls, while the second half of the book presents the text from each of the 10 scrolls.

Each scroll is meant to be read and reflected on for 30 days before going to the next scroll.

I suggest you read the book to experience the wonderful story that it reveals.

Meanwhile here is a summary of what is in the Scrolls.

Scroll 1: Today I begin a new life.

Form good habits starting with the habit of reading the scrolls daily.

"I will read each scroll for thirty days in this prescribed manner, before I proceed to the next scroll."

"Read the words in silence when you wake up, then after lunch, and again before you go to bed." "Most importantly, read the words out loud."

"As you repeat the words, they become part of your active mind and seep into your "other mind". The mind that often makes you act in ways you don't understand."

To succeed, the first step is to form good habits. We are slaves to our habits because they control how we act, and thus determine whether we succeed or not.

So, form good habits starting with the habit of reading the scrolls daily.

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Scroll 2: I will greet this day with love in my heart.

Approach everything and everyone with love.

“I will look on all things with love and I will be born again.”

“I will laud mine enemies and they will become friends; I will encourage my friends and they will become brothers.”

“How will I react to the actions of others? With love.”

“Most of all, I will love myself. For when I do I will zealously inspect all things which enter my body, my mind, my soul, and my heart. Never will I overindulge the requests of my flesh, rather I will cherish my body with cleanliness and moderation. Never will I allow my mind to be attracted to evil and despair, rather I will uplift it with the knowledge of wisdom of the ages. Never will I allow my soul to become complacent and satisfied, rather I will feed it with meditation and prayer. Never will I allow my heart to become small and bitter, rather I will share it and it will grow and warm the earth.”

It's not hard to see how this makes you a better salesperson because it's simply a way of improving all your relationships.

Scroll 3: I will persist until I succeed.

No matter what life throws at you, if you keep pushing ahead, you will eventually succeed.

“I was not delivered unto this world in defeat, nor does failure course in my veins.”

“The prizes of life are at the end of each journey, not near the beginning.”

“Always I will take another step. If that is of no avail, I'll take another, and yet another. In truth, one step at a time is not too difficult.”

“I will consider each day's effort as but one blow of my blade against a mighty oak.”

“I will never consider defeat and I will remove from my vocabulary such words and phrases as and retreat; for they are the words of fools.”

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Scroll 4: I am nature's greatest miracle.

Leverage fully on your unique characteristics, skills and assets.

“Since the beginning of time never has there been another with my mind, my heart, my eyes, my ears, my hands, my mouth. None that came before, none that live today, and none that come tomorrow can walk and talk and move and think exactly like me.”

“Vain attempts to imitate others no longer will I make.” “I am rare, and there is value in all rarity.”

“I am not on this earth by chance. I am here for a purpose and that purpose is to grow into a mountain, not to shrink to a grain of sand. Henceforth I will apply all my efforts to become highest mountain of all and I will strain my potential until it cries for mercy.”

Scroll 5: I will live this day as if it is my last.

You only have the present moment to act, so make the most of it.

“I will waste not a moment mourning yesterday's misfortunes, yesterday's defeats, yesterday's aches of the heart, for why should I throw good after bad?... Can I call back yesterday's wounds and make them whole? Can I take back the evil that was spoken, pain that was caused? No. Yesterday is buried forever and I will think of it no more.”

“Forgetting yesterday neither will I think of tomorrow.
Why should I throw now after maybe?
Can tomorrow's sand flow through the glass for before today's?
Will the sun rise twice this morning?
Can I perform tomorrow's deeds while standing in today's path?
Should I torment myself with problems that may never come to pass?
No! Tomorrow lies buried with yesterday, and I will think of it no more.”

“This day is all I have and these hours are now my eternity.”

“Today's hours are but a bonus, undeserved. Why have I been allowed to live this extra day when others, far better than I, have departed?”

“If I waste today, I destroy the last page of my life.”

“Each minute of this day will I grasp with both hands and fondle with love for its value is beyond price.”

“I will avoid with fury the killers of time. Procrastination I will destroy with action; doubt I will bury under faith; fear I will dismember with confidence.”

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“This day I will make the best day of my life. This day I will drink every minute to its full.”

Scroll 6: Today I will be master of my emotions.

Don't let your moods and thoughts control you and your actions.

“Unless my mood is right the day will be a failure.”

“Trees and plants depend on the weather to flourish but I make my own weather, yea I transport it with me.”

“Weak is he who permits his thoughts to control his actions; strong is he who forces his actions to control his thoughts.”

When you feel bad...

- If I feel depressed I will sing.
- If I feel sad I will laugh.
- If I feel ill I will double my labor.
- If I feel fear I will plunge ahead.
- If I feel inferior I will wear new garments.
- If I feel uncertain I will raise my voice.
- If I feel poverty I will think of wealth to come.
- If I feel incompetent I will remember past success.
- If I feel insignificant I will remember my goals.

And when you feel good...

- If I enjoy moments of greatness I will remember moments of shame
- If I feel all-powerful I will try to stop the wind.
- If I attain great wealth I will remember one unfed mouth
- If I become overly proud I will remember a moment of weakness
- If I feel my skill is unmatched I will look at the stars

“With this new knowledge I will also understand and recognize the moods of him on whom I call. I will make allowances for his anger and irritation of today for he knows not the secret of controlling his mind.”

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Scroll 7: I will laugh at the world.

See things in perspective and laugh often.

“I will laugh at myself for man is most comical when he takes himself too seriously.”

“This too shall pass. All worldly things shall pass.”

“With my laughter all things will be reduced to their proper size. I will laugh at my failures and they will vanish in clouds of new dreams; I will laugh at my successes and they will shrink to their true value. I will laugh at evil and it will die untasted. I will laugh at goodness and it will thrive and abound.”

“Never will I allow myself to become so important, so wise, so dignified, so powerful, that I forget how to laugh at myself and my world.”

Scroll 8: Today I will multiply my value a hundredfold.

Find creative ways to create immense value.

“I will set goals for the day, the week, the month, the year, and my life.”

“In setting my goals I will consider my best performance of the past and multiply it a hundredfold. This will be the stand by which I will live in the future.”

“Never will I be of concern that my goals are too high for is it not better to aim my spear at the moon and strike only an eagle than to aim my spear at the eagle and strike only a rock?”

“I will commit not the terrible crime of aiming too low.”

“I will do the work that a failure will not do.”

“I will always let my reach exceed my grasp.”

“I will always raise my goals as soon as they are attained.”

“I will always strive to make the next hour better than this one.”

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Scroll 9: I will act now.

Without action, there'll be no results.

“My dreams are worthless, my plans are dust, my goals are impossible. They are all of no value unless they are followed by action.”

“To conquer fear I must always act without hesitation and the utters in my heart will vanish.”

“I will not avoid the tasks of today and charge them to tomorrow for I know that tomorrow never comes.”

“I will act now. I will repeat these words again and again and again, each hour, each day ,every day, until the words become as much a habit as my breathing and the actions which follow become as instinctive as the blinking of my eyelids. With these words I can condition my mind to perform every act necessary for my success. With these words I can condition my mind to meet every challenge which the failure avoids.”

“Only action determines my value in the market place and to multiply my value I will multiply my actions.”

“I will work when the failure seeks rest.”

“Tomorrow is the day reserved for the labor of the lazy. I am not lazy.”

Scroll 10: Salesman's prayer

Pray to God for Guidance (not for material things or rewards).

“Guide me so that I may acquire ability equal to my opportunities.”

“Teach me how to hunt with words and prosper with love.”

“Help me to remain humble through obstacles and failures; yet hide not from mine eyes the prize that will come with victory.”

“Discipline me in the habit of trying and trying again.”

“Bathe me in good habits that the bad ones may drown.”

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