

Orr's Law

New idea do you think?

I was reading an article presented by Michael Neill that caught my attention and I wondered if you might like it too...

The article concerned Dr Leonard Orr who reportedly suggested that within everyone of us there are two people. One is the thinker and the other the prover.

The thinker is the part of us that thinks up ideas and generates possibilities; the prover, has the job of collecting just the right facts to support whatever the thinker dreams up. Hence Orr's Law: **Whatever the thinker thinks, the prover proves.** I guess this means the same thing as "**whether you think you can or you think you cannot you'll be right**"... I think Henry Ford said that didn't he?

Think about **Car Sales Training** for a second and how Orr's Law might apply to a lesson in **selling more cars and making more sales.** If the thinker in you comes up with the idea that single men on the forecourt dressed in suits never buy cars, the prover will collect just the right information to prove you right..

I'm not sure what you think but I have certainly proved myself right in this several times. How about going to a party, convinced I'm going to have a terrible night and guess what, I did. Calling a prospect, thinking they will not be interested and guess what they weren't. When were you last proved right like this?

Begs the question then, if we make things happen in this way, it must be really dangerous to come to work expecting to come across people not looking to buy or out to give us a hard time don't you think?

Once you take this idea onboard you can have great fun with it... Imagine "thinking" the very next customer is totally out to buy a car. No doubt. Absolutely nailed on! Challenging Orr's Law would mean, your internal prover would be finding every last tiny fact to make you right, and right would mean you sold another car would it not? So Car Sales Training then... What is there to learn to help us sell more cars from Orr's Law?

Think about being in Service and totally buying into the idea that the very next customer you have to talk to about replacing their cambelt or brake fluid is delighted you told them about it, as breaking down would be an epic disaster for them and their family, of course they want to have it replaced today while the car is with you. Now your internal prover is conspiring to collect the evidence you need to make this real and right... So Service Advisor Training is a breeze no?

Do you think this is all a load of?

You'll be right whatever you decide...