

Preface by Conrod Athelstan LeRoy Shuffler

The anticipated first recipients of this book, **Lunch with LeRoy Volume 1: Self-Mastery**, will immediately begin to recognize the concepts presented in its pages. My friends, colleagues, peers, industry professionals, and students that I have had the great privilege to work with, consult with, teach and mentor over the course of my career: they will immediately identify the principles I have tried to exemplify in my own life and worked diligently to engrain in them over the time we have spent together. To them...*I need no introduction*. I know that those loving devotees and disciples will embrace this book and for that, I give a heart-felt thanks. I also know that this book will make its way into the hands of those *who do not know me*.

I expect that this book will find its way into the hands of the person **new to sales**, scared out of their mind but equally excited about new opportunity. I prayerfully believe this book will find its way into the hands of the **Wounded Warrior**...those that find missed quotas and financial challenges are working to push them out of this noble profession. They are scared and struggling. Losing hope *day by day* - wondering how they will take care of the necessities of life. I also believe this book will find its way into the hands of **Seasoned Sellers** that are already successful and looking for a path of higher ascension into the next level of professional selling and life mastery.

I believe these pages contain answers for each of these groups of people. What I want them to know is that *I understand and have great compassion* regarding whatever circumstance they now find themselves in.

How can I understand?

I have been there. Do not let the sage wisdom you are about to ingest keep you from understanding that the Purpose and Passion of my mission for People was ***birthed out of my own struggle***. As I enter into the Legacy phase of life, I am humbly reminded of that struggle and how it brought me here. For you to know my level of compassion, it is only fair for me to back track to share with you how I got into this noble profession of sales;

At age 26, my fourth child, Garfield was born and I quickly realized that my fixed salary as an Airport Radio Operator (my boyhood dream) could in no way upkeep my family the way I had envisioned or promised Pamela - *my wife and the love of my life*. Quite simply, I needed more income!

The career of selling was then introduced to me. Yes, I came to sales just as many of you...*accidentally* (of course, divinely, there are no accidents!). I had heard, and now rushed to confirm, that in the world of sales you can write whatever size pay check you want. I immediately recognized the income possibilities and received it as an answered prayer for my family.

A word of caution: Please do not come into our profession for the MONEY or to SELL, but to SERVE the customers' needs AT ALL TIMES.

I accepted a position in sales with R.J. Shannon's National Cash Register's Trinidad Ltd. I was scared but resolute, realizing I had much at stake. Three weeks in classroom drills followed immediately by three months mentoring in the field in Trinidad gave me a powerful foundation into that business and the "raw materials to be successful". I went back to Guyana, a Gold Calling robot with a sincere smile as my greatest asset.

I was in front of a prospective client by 8.00am *every day* and going to the office only if there was a meeting or some kind of administrative work needed. I was on a mission and did not have time to waste! We were indoctrinated to understand that we were NOT selling machines, but rather what the machines did for the owners of the businesses we SERVED. We were Purpose Driven with the Passion to stand up to any challenge we met along the way. We brought Peace of Mind to the business owner, knowing that at the end of the day there will be an accurate record of all transactions. That accuracy brought Growth and Profitability... *every businessman's dream through analysis of those records.*

I quickly excelled in the field at NCR Caribbean and was sent to Training to Train, solidifying my foundation of technical skills to go along with my beliefs in self-mastery. However, although I was among the best sales associates in the Caribbean, my income at NCR Guyana was restricted because I had outgrown the territory allotted to me. In spite of having the best territory, which was the envy of the entire sales force, I not only desired more...I needed more. Pamela and I had been blessed with our Sixth child, Sean, and I needed to earn even more aggressively.

I then made a move *unthinkable* at the time but necessitated by my growing need. On April 1, 1967, I resigned from NCR and joined ALICO Guyana to sell insurance. *I understood and immediately found to be true, that there were no territorial restrictions in the insurance industry.* Through my previous experiences and the new ones, I understood and mastered the sales process. I quickly rose to be among the top producers and started a meteoric climb through Unit Manager, Agency Manager, Caribbean Agency Director and ultimately, International Agency Director.

During this time, Pamela and I were blessed with two more children Ronald and Raymond and I am happy to state that I was able to experience the vision I had and deliver on my promise to Pamela and my entire family. I understand the “happily ever after” written after a few paragraphs doesn’t chronicle, with painstaking detail, my journey from struggle to success to significance...but I trust you know I have been there.

In **Lunch with LeRoy**, I endeavor to impart to you, the reader, not the blow by blow account of *my life*, but the principles that emanate from 76 years of living that can impact **your life**. I want to transfer the summation of my journey to you...to provide you a roadmap of sales success and life mastery. That for every trial I endured, a precept was birthed that has informed my life and these pages. As you read these pages realize they are living principles and encompass what I know to be the foundational elements of achievement. Not to steal the thunder from the upcoming lessons but here is what I KNOW;

- ❖ SELLING is the process for SERVING
- ❖ Self-Mastery: Personal and Professional Balance, are the prerequisites for Performance Excellence-The ONLY Standard
- ❖ SERVICE is not ever TELLING but require Quality Feeling and Finding questions and then CAREful Listening
- ❖ A keen sense of URGENCY (The CLOCK)
- ❖ TEAMING as a Strategic Imperative - Together Each Achieves More, is a truism I strongly encourage during my sessions and in this book.

These and other powerful concepts are what you will experience in these 20 lessons. As a Corporate Coach, I am now encouraging the Self-Mastery Service approach I have used and continue to enjoy on this most fulfilling journey. I humbly urge you to use your GOD given talents in the service of mankind and be assured that your life will be most fulfilling. You will affect many during your lifetime and even after you have moved on to HIGHER SERVICE, your works here on earth will live long after you - LET IT BE A LEGACY OF PASSIONATE QUALITY SERVICE . There is a saying that I live by;

*“You ONLY get what you want IF
you give the customer what they want FIRST.”*

I now **give to you the best of me...**



Lunch Lesson #1



Self -Mastery *Before* Sales Mastery

Featured Quote:

All the wisdom possible to man on this material earth is to be found only in complete self-mastery...

James Allen

I imagine a well-conditioned athlete, who is preparing for his first triathlon. He buys an expensive racing bike, the best running shoes and wet gear – he has all the accoutrements of a triathlete. By all appearances, he should be a force to be reckoned with. A man on a mission. There is only one problem... *he doesn't know how to swim!*

I have spent over 50 years in this profession of selling, and have seen thousands of people enter the business only to become disillusioned shortly thereafter. They had all the equipment necessary; the intellect, the desire, and great enthusiasm. They aligned themselves with great products and companies. Many received excellent sales training. Seemingly all of the things necessary to have a good start in this and any profession, were in place. You would think this person should have great success.

What happened?

They had not yet mastered the Self. Many people are ready to jump in (yes, the swimming analogy continues!) without having the fundamental elements fully ready and prepared. For a triathlete, it does not matter if they are a world-class marathon runner or a great cyclist, if they cannot swim the race is over *before it begins*. Self-mastery is the core skill. It is the principal thing. *Without it, even some of the most naturally skilled professionals will not make it in this business.*

Make no mistake, sales mastery is vital to any professional seller building a career and remaining in this business for any length of time. But the character needed to sustain the test, trials and temptations to reach the **PAYOFF** is forged through understanding yourself *first*.

What is self-mastery? The answer is simple and complicated at the same time. James Allen says it this way in [As A Man Thinketh](#)

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*Mind is the master power that molds and makes,
and man is mind, and evermore he takes*

*the tool of thought, and, shaping what he wills,
brings forth a thousand joys, a thousand ills:-
He thinks in secret and it comes to pass:
environment is but his looking glass.*

~

Allen also begins in the first chapter on **Thought and Character**, *“The aphorism ‘As a man thinketh in his heart so is he’ not only embraces the whole of a man’s being, but is so comprehensive as to reach out to every condition and circumstance of his life. A man is literally what he thinks, his character being the complete sum of all his thoughts.”*

Do not think me mad beginning with this type of philosophy for what is designed to be a sales training program. In my 50 years of sales experience, I can tell you with great confidence that the greatest crisis in this noble profession is due largely and almost exclusively to the lack of mastery of self. The greatest successes I have seen, been a part of, and experienced in my own life were a result of people becoming “Self Masters”.

Let me be clear, the previous statement is not an indictment of those who are struggling, the wounded warrior, the new person seeking a path of success or the person who may have chosen this profession for the wrong reasons. I am simply saying that the path to sustainable success and progress will be rooted in self-mastery. By God’s design, none of us are finished works. We are growing, learning and evolving at every stage. Evidenced by me now in my 76th year on this earth, endeavoring to immortalize the process which has brought me great blessing and reward.

So as I embark on a new chapter (no pun intended!) of my life, I too, have to recalibrate my “self”. So for any of you who are in the circumstance of temporary failure, or feel disillusioned and disenfranchised by the process – keep heart! The solution you seek that will lead to your wildest achievement does not lie in the hands of some fickle outside source... it lies supremely within you! For the champions who have fought the good fight both internally and externally and are now enjoying the fruits of that service, I applaud you, but now challenge you to go even higher.

For every human life, we have been blessed with the power of thought - in mind. God in His infinite wisdom has elevated us to a being that should have dominion. We should have dominion over the plants who simply react to the conditions they are placed in. Some grow wildly and some die. In spite of and despite man’s help or even his absence, *nature is abundant*. Man has also been given dominion over the animals. Even those that are bigger and stronger than man, can be subdued through the inventions man has created. Animals operate only on instinct. Yes, it may appear that some of the smarter animals have cognitive ability, but reality is that a monkey can be trained to count – for a banana!

So the power of thought and imagination are what separates man from the rest of God’s creation. Imagination endows us with the ability of self-mastery. **The ability to see possibilities that our current situation says are impossible.** You can recall a past event or project into the future – feeling it all as if it were here today. As the mind “forecasts” the future,

the determiner of that future is you...through your thoughts and imagination—*your mind*.

And the Lord said, Behold, they are one people and they have all one language; and this is only the beginning of what they will do, **and now nothing they have imagined they can do will be impossible for them.**

Genesis 11:6 (Amp)

The necessary by-product of that God-given ability is the potential of pain and suffering, but also entering a future life of milk and honey. Because all life and growth is a process, many of us engage struggle before we taste success. *Self-mastery is not about skipping steps on the road to fame and fortune.* **It is the fortitude to stand strong in adversity, to withstand the trials of life and to come out on the other side wiser and more powerful!**



Lunch Lesson #2



The Journey from Struggle to Significance



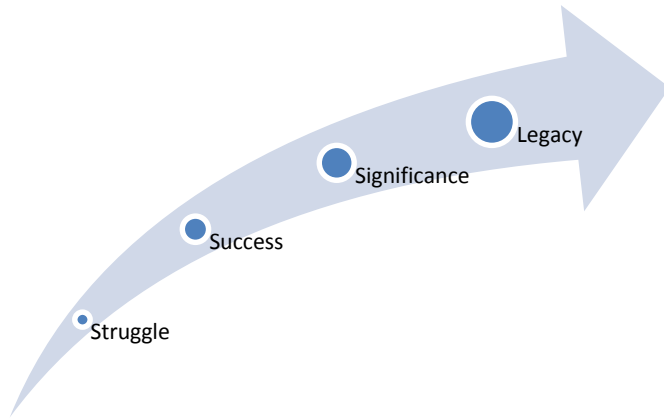
Featured Quote:

“An individual has not started living until he can rise above the narrow confines of his individualistic concerns to the broader concerns of all humanity.”

Martin Luther King, Jr.



As you can see, there is a great price to pay to succeed, but a man/woman who has a made up mind is already more than halfway there. Before we dig into the process of self-discovery that will lead to mastery of self, let's build a foundation that should be consistent for every reader of these pages. A life well lived will have four phases;



Struggle is common to every man, whether he is trying to tie his shoe for the first time, or build a multimillion dollar corporation. **Every human being must go through the uncomfortableness of learning and development.** We would never entertain the idea of allowing an able-bodied child not to learn to tie their shoes, or walk and talk. But it is okay for someone who has tried to build or do something extraordinary to give up in defeat.

What is the difference?

Because people like to travel in packs, when the masses say something is “okay”, it becomes an acceptable practice. Taking the example of an entrepreneur trying to build a business. Statistics tell us that 1 in 4 businesses will fail within the first 12 months, and that by the third year barely over 50% survive and exist. So for the business owner who has to call it quits, well-meaning people pat them on the back and say “it’s okay you tried, on to something else”. In this example, statistics become

“The probability that we may fail in the struggle ought not to deter us from the support of a cause we believe to be just.”

Abraham Lincoln

the convenient excuse for failure. I understand statistics, but when they become a self-fulfilling prophecy, and a means by which people can be conditioned to not only accept failure but expect it – *then I am greatly vexed!*

While there are a variety of reasons that only half of these businesses remain after three years, I can tell you that the survivors have endured multiple failures, layers of adversity and continued to fight through. **They had determined prior to beginning that though the rule exists, they would be the exception!**

Even in sales we have the 80/20 rule. Organizations forecast and predict that 80% of the sales production will come from 20% of the team. That is a good proposition if you are part of the 20%. What does that mean for the 80%? If you indulge me and engage the process of self-mastery... **You will be the EXCEPTION!**

So we have determined that struggle is common to man and that success is rare due to the general lack of tenacity and perseverance of many individuals. But as success is obtained, there is an inner pull for more. *It is an inherent desire for Significance.* We want to impact and influence others in the world. Amazing thing about success, once you can take your mind off of yourself, it immediately begins thinking of others – Significance.

Finally, as impact and influence builds and crescendos over a lifetime, you begin looking for a way to leave a Legacy. You want to leave a mark on this planet that you were here and that your life mattered. Yes, your children and your descendents are a living legacy and testament to who you were, but for many, leaving a legacy means even more. Beyond the financial where a good man leaves an inheritance for his children's children, you also want to leave a legacy about *your life* and contribution.

I think of Alfred Nobel who, as an inventor, created dynamite and other explosive devices. Many of his inventions were used to create some of the most magnificent marvels man has ever built. But as with all things, they were also used for destructive purposes. It was because of an errant obituary that incorrectly named him, as opposed to his brother, that he began to examine his life and legacy. As a result of that obituary he wanted to redefine his legacy. He allocated the vast majority of his great fortune to be given out yearly to those that impacted the world in ways that facilitated the progress of peace. Aptly named The Nobel Peace Prize.

You have the ability to change the way the world sees you, the success you obtain and the way you live your life. You have an obligation to yourself, the world and your Creator to be what you are designed to be. That is a choice that is up to you.

God says, "I have laid before you blessing and cursing...life and death...choose life" - Deuteronomy 30:19. I encourage you now to choose life (that was an easy choice wasn't it?)...your life – *the true life*. I know that you have also chosen the profession of sales to live a portion of that life. I can tell you that it can help you go from struggle to success, to

significance to leaving a legacy, like no other profession on this earth! Now that we have laid the foundation of why self-mastery is key, let us move forward...



Lunch Lesson #3



Transform Now or Die Professionally



Featured Quote:

"What got you here...won't get you there"

Marshall Goldsmith



There is a transformation required in each of us to take us to the place that we want to be in life. The good news is we are well-equipped for the journey. **Even better news is that The Creator wanted us there as well.** So if from yesterday's session you find yourself in the midst of struggle, don't despair, there is a divinely guided path that will lead you from struggle to success to significance to legacy.

“Insanity: doing the same thing over and over again and expecting a different result.”

Albert Einstein

As it relates to your career in the sales profession, what will be required is that you transform now or die professionally. That message sounds dramatic and urgent, and I intended it to be both. Dramatic in that you cannot continue to do

the things you have always done and expect different results. It is also foolish to squander the precious moments of time endowed to all of us by the Creator. *While our purposes, gifts and passions may differ we are all bound and connected by the invariability of time.*

In nature, we see that purpose and passion are instinctual. The salmon swims upstream, fighting the currents and adverse conditions to spawn...then die. We see the lowly crawling caterpillar wrapping itself in its own essence – enduring a period of dormancy while the metamorphosis takes place. It comes out on the other side full of splendor and glory. The deciduous trees shed their leaves at the time appointed, marking the seasons impeccably.

Man is a creature of instinct, but also of intellect. Instinctively, we know we are here to do great things on this earth and to leave a legacy. Intellectually, we grapple between the highest form of who we are meant to be and the lowly “cocoon” of our *current circumstance*. If we are to emerge on the other side and to fulfill our purpose and passion we must allow instinct and intellect to work together with our spirit to manifest our destiny.

No one understanding the process of metamorphosis would dare interfere with the caterpillar in the cocoon or as it fights its way through struggle to set its wings free. Yet we, in our own lives, interfere with our own thoughts of greatness and success. If you are currently in a season of struggle, that is not a sign that you have failed, but instead that you are on the road to success. **Struggle is there to signify transformation.**

So what are we to do in this process? We have to know that to get new things we have to do new things and not be locked into a comfort zone mentality. You must change the process to align it with your goals and objectives. You must be open to *“Doing things differently... Doing different things”*. That involves a change in knowledge, beliefs, values and behavior. In the context of self-mastery, it means changing your mind.

Do not be conformed to this world (this age), [fashioned after and adapted to its external, superficial customs], but be transformed (changed) by the [entire] renewal of your mind [by its new ideals and its new attitude], so that you may prove [for yourselves] what is the good and acceptable and perfect will of God, even the thing which is good and acceptable and perfect [in His sight for you].

Roman 12:2 (Amp)

Your job in this process is to change your mind. It is ultimately a decision. Sometimes we minimize the power of decision, because we know deep down we can always go back to things the way they were. That

lacks commitment and resolve. A better way to view a decision is to think of a doctor making *an incision*. Visualize him skillfully “cutting into” someone to correct something that has gone wrong in their body. It is not haphazard, it is purposeful and vital. **He only makes the incisions necessary to meet the objective.** The opposite of indecision is excision or in our case, De-Cision.

The word decision actually means “to cut off from”. When you decide to renew your mind and engage in a new behavior, you are literally cutting off from old things. You have decided to cut off from the cycle of insanity, from accepting mediocrity as a standard, from living beneath your highest and best use.

YOU HAVE DECIDED TO BE EXCEPTIONAL!

In the sessions that are to come, we will expound on this self-mastery of a renewed mind. We will help you to become clear on who you really are, what you really want to achieve, establish the passionate and burning why questions and help you develop an action plan of how. As a previous session referred to the power of hope as a key component and foundation of faith, *it is too early in your journey for the voice of intellect to speak.* For many, reading these pages is not yet time to engage your instincts either. Self-mastery is about knowing *when to do what.* **Having the patience to allow process to unfold.**

What is needed in this moment is to trust your spirit. As you read these words, it is pricking at you like a pin to a balloon full of water. As these words (pin) make contact with your spirit (the balloon filled with substance – faith) you will experience an overflowing moment of confirmation. They are piercing the innermost parts, the true you. Thirty minutes from now you may lose the sensation, but “the pin” would have done its work - you will have a flash of enlightenment about your destiny.

But as it is written, Eye hath not seen, nor ear heard, neither have entered into the heart of man, **the things** which God hath prepared for them that love Him.

But God had **revealed them** unto us by His Spirit: for the Spirit searcheth **all things**, yea, the **deep things of God**.

I Corinthians 9-10 (KJV)

Let us leave this moment of impact with the first of many declarations. An act of rebellion against your history, and a resolve to pursue your destiny with tenacity, perseverance and single-mindedness;



I Declare:

Today, this

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I, _____

Declare in this moment that I am filled with Divine Greatness.

I understand that transformation is critical to me unleashing my greatness in service to mankind according to my God-given purpose.

I will no longer view my destiny through the lens of my history or the momentary contradiction of present circumstances.

I will renew my mind, through transformative thinking, and begin setting the course to my highest and best use.

I declare without reservation, hesitation or in trepidation that

I AM EXCEPTIONAL!

