

THE NEWSSELL SWITCH

“IT’S ALL ABOUT UNITS OF SERVICE!”



MICHAEL
HEWITT-GLEESON

BEST-SELLING AUTHOR OF
NEWSSELL AND WOMBAT SELLING

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ON NEWSSELL ...

DR GEORGE GALLUP, INVENTOR OF THE GALLUP POLL AND MARKET RESEARCH.

'NEWSSELL IS THE FIRST NEW STRATEGY FOR SELLING IN 50 YEARS. YOU HAVE PRESENTED A NEW APPROACH TO A VERY OLD SUBJECT WITH PROOF THAT YOUR IDEAS DO WORK.'

EDWARD DE BONO, AUTHOR OF LATERAL THINKING

'MICHAEL HAS A POWERFUL APPROACH TO AN IMPORTANT AREA.'

JACK WELCH, FORMER CEO OF GE.

'MICHAEL, YOU A FRIEND OF OUR COMPANY.'

SCOTT WILSON, CEO OF ISELECT.

'ISELECT X10 HAS NOW BECOME OUR CORPORATE MISSION'.

SIR NINIAN STEPHEN AK, FORMER GOVERNOR-GENERAL OF AUSTRALIA.

'YOU HAVE JUST GIVEN THE BEST KEYNOTE ADDRESS I HAVE EVER HEARD'

IBM AUSTRALIA.

'WE WERE MOST IMPRESSED FROM OUR IBM EUROPE COLLEAGUES WHO WITNESSED YOUR PRESENTATION IN MONTE CARLO IN MAY.'

INTRODUCTION

I INVENTED THE
IPHONEBOOK BECAUSE I
NOW SPEND SO MUCH TIME
LOOKING AT THE SCREEN
OF MY IPHONE ... AND
PROBABLY SO DO YOU.

**THE MAIN DESIGN
FEATURES OF THE
IPHONEBOOK ARE
*CONVENIENCE
AND ACCESS.***

**THESE BOOKS
ARE EASY TO READ
AND EASY TO LOAN.**

**MY IPHONEBOOKS ARE
CONVENIENT BECAUSE
THEY'RE MUCH SHORTER
BOOKS WITH LESS WORDS
PER PAGE AND SO
THEY ARE A QUICK READ
ON YOUR IPHONE SCREEN.**

**THEY'RE EASY TO LOAN
AND PASS ON BY EMAIL
TO FAMILY, FRIENDS
AND COLLEAGUES.**

**THEY ALSO HAVE THE
VIRTUE OF BEING FREE!**

***THE WORLD'S FIRST PHD
IN LATERAL THINKING!***

FROM
**THE THEORY OF OLDSSELL:
*THE SALESMAN
CLOSES THE SALE.***

TO
**THE THEORY OF NEWSSELL:
*THE CUSTOMER
CLOSES THE SALE.***

**(THIS IS THE NEW THEORY OF SELLING FOR
WHAT I WAS AWARDED MY PHD
IN COGNITIVE SCIENCE IN 1981.
IT WAS THE WORLD'S FIRST
PHD IN LATERAL THINKING.
MY TUTOR WAS PROF EDWARD DE BONO MD,
DPHIL(OXON), PHD(CAMBRIDGE)
AND MY EXTERNAL EXAMINER WAS
DR GEORGE GALLUP, FOUNDER OF
THE GALLUP POLL AT PRINCETON.**

PART ONE

THE SWITCH

PAGE ONE

**DR GEORGE GALLUP,
INVENTOR OF
THE GALLUP POLL
AND MARKET RESEARCH.**

***“NEWSSELL IS
THE FIRST NEW
STRATEGY FOR SELLING
IN 50 YEARS.”***

PAGE TWO

**THE NEWSELL SWITCH
IS DESIGNED IN THE
FORM OF A POWERFUL APP
FOR YOUR BRAIN
TO HELP YOU ORGANISE,
IN A STRATEGIC WAY,
THE SIMPLE BUT
FUNDAMENTAL PHYSICS
OF ALL BUSINESS
TRANSACTIONS.**

**IT'S ALL ABOUT
UNITS OF SERVICE.**

THE SWITCH IS KNOWN AS
UNCHECK2CHECK.

OR

FROM UNCHECK
TO CHECK.



**IN ANY BUSINESS
TRANSACTION THERE ARE
THREE BASIC SITUATIONS:
CHECKMATE,
UNCHECK
AND CHECK.**

**CHECKMATE:
BEYOND THE
UNCHECK2CHECK SWITCH
IS CHECKMATE,
THE OUTCOME WHICH
SIGNIFIES VICTORY.**

**IN BUSINESS,
CHECKMATE IS WHEN THE
CUSTOMER SAYS YES.**

**CHECKMATE IS KNOWN
TRADITIONALLY IN SELLING
AS
'THE CLOSE'.**

PAGE SEVEN

**CHECKMATE
IS A DECISION
(AN ELECTROCHEMICAL
NEUROLOGICAL EVENT)
WHICH TAKES PLACE
IN THE BRAIN
OF *ANOTHER* PERSON,
*THE CUSTOMER.***

**SO THAT DECISION, BY
DEFINITION, IS OUTSIDE
YOUR CONTROL.**

**THIS IS A FACT OF
COGNITIVE SCIENTIFIC
REALITY, THE
ACKNOWLEDGMENT OF
WHICH IS A FUNDAMENTAL
PRINCIPLE OF NEWSSELL.**

*THE WORLD'S FIRST PHD
IN LATERAL THINKING!*

**THE THEORY OF OLDSSELL:
*THE SALESMAN
CLOSES THE SALE.***

**THE THEORY OF NEWSSELL:
*THE CUSTOMER
CLOSES THE SALE.***

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PAGE NINE

**CHECKMATE IS WHEN
A CUSTOMER SIGNS
THE ORDER FORM,
OR WHEN A BUYER
ACCEPTS THE DEAL.**

**IN SHOW BUSINESS,
IT'S WHEN
YOU GET THE PART
YOU AUDITIONED FOR.**

**SOCIALLY, IT'S WHEN
THE DATE YOU ASKED FOR
SAYS YES.**

THE MAIN
STRATEGIC FEATURE
OF THE CHECKMATE
SITUATION IS:

*THE SALESPERSON
CANNOT CONTROL IT.*

THE YES DECISION
TAKES PLACE IN THE PFC
(PRE-FRONTAL CORTEX)
OF THE BRAIN
OF ANOTHER PERSON.

*THE SALESPERSON
CANNOT CONTROL IT.*

CHECK:

**THE SITUATION
THAT MUST COME
BEFORE CHECKMATE
IS WHEN THE SWITCH
IS TURNED ON
AND IS CALLED CHECK.**

**CHECK IS THE POSITION
OF THE NEWSSELL SWITCH
WHICH MAKES IT POSSIBLE
FOR CHECKMATE
TO HAPPEN.**

**IN BUSINESS,
WHETHER BY VOICEMAIL,
EMAIL OR IN PERSON,
CHECK IS THE MOMENT OF
'CUSTOMER CONTACT'.**

**THE MOMENT OF
CUSTOMER SERVICE.**

**CHECK IS WHEN IT IS
POSSIBLE FOR THE
CUSTOMER TO SAY
NO OR YES.**

**WITHOUT CHECK
THERE CAN BE NO
CHECKMATE.**

**CHECK IS SIMPLY
A SPECIFIC METRIC FOR
'CUSTOMER CONTACT'.**

**CHECK IS A
UNIT OF SERVICE.**

**CHECK =
CUSTOMER CONTACT
= UNIT OF SERVICE.**

**CHECK IS
THE PENULTIMATE STATE,
THE SET-UP MOVE FOR
CHECKMATE.**

**CHECK IS THAT STATE
OF THE CUSTOMER'S BRAIN
WHEN IT BECOMES
POSSIBLE FOR THEM
TO SAY YES OR NO
AS A RESULT
OF A CONTACT FROM YOU.**

**IN OTHER WORDS,
THE CUSTOMER'S BRAIN
HAS BEEN STIMULATED
BY A CONTACT FROM YOU
(CHECK)
AND THEY WILL RESPOND
BY DECIDING WHETHER
TO ACT OR NOT TO ACT,
YES OR NO.**

**CHECK IS WHEN
YOU ASK THE CUSTOMER
A QUESTION.**

CHECK!

**IT'S WHEN YOU
MAIL THE PROPOSAL,
OR WHEN YOU
SEND THE EMAIL.**

CHECK!

**CHECK IS THE ACTIVITY
YOU CAN USE TO
MANAGE THE ATTENTION
OF THE CUSTOMER.**

**CHECK IS
THE QUINTESSENCE
OF BUSINESS.**

**CHECK IS
THE UNIT OF SERVICE.**

**IN NEWSELL, CHECK
IS THE NEW METRIC,
THE FUNDAMENTAL
UNIT OF MEASUREMENT.**

**CHECK IS
THE UNIT OF SERVICE.**

**THE SPECIAL STRATEGIC
FEATURE OF THE
CHECK SITUATION IS:**

***ONLY THE SALESPERSON
CAN CONTROL CHECK.***

**MEASURING THE NEW
METRIC FOR SELLING.**

PAST AND FUTURE.

TODAY'S CHECK MOVES?

**TOMORROW'S
CHECK MOVES?**

THIS MONTH'S?

THIS QUARTER'S?

NEXT?

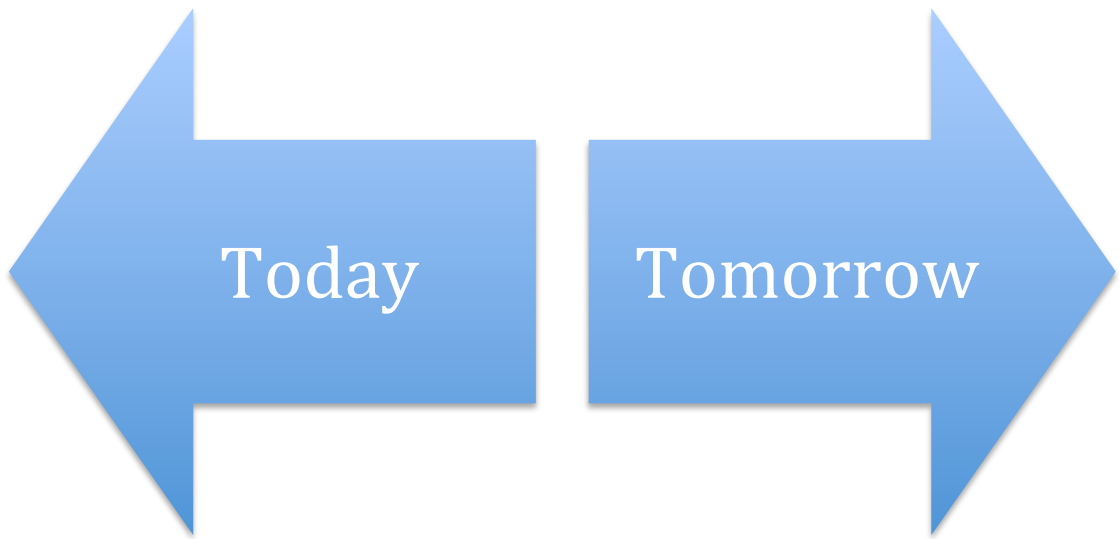
**TODAY:
THE PAST 24 HOURS.**

**TOMORROW:
THE NEXT 24 HOURS.**

**MEASURING THESE CHECK
MOVES
IS CALLED TTs.**

TT = TODAY TOMORROW

TT



**INDIVIDUALS MEASURE
DAILY TTs.**

**MANAGERS REPORT
MONTHLY MMs.**

**EXECUTIVES SUBMIT
QUARTERLY QQS.**

UNCHECK:

**LASTLY,
THE OFF POSITION
OF THE NEWSSELL SWITCH IS
UNCHECK.**

**UNCHECK IS WHENEVER
IT IS NOT POSSIBLE
FOR THE CUSTOMER
TO SAY
NO OR YES.**

**THAT IS,
LITERALLY NOT POSSIBLE
IN PHYSICS!**

**UNCHECK IS WHENEVER
YOU ARE NOT IN CONTACT
WITH A CUSTOMER
(LIKE NOW WHILE YOU'RE
READING THIS FASTBOOK).**

**UNCHECK IS THE STATE
OF THE CUSTOMER'S BRAIN
WHEN IT'S NOT POSSIBLE
FOR THEM TO SAY
YES OR NO.**

**UNCHECK IS THE STATE
OF THE CUSTOMER'S BRAIN
WHEN IT IS SIMPLY NOT
ATTENDING TO YOUR
OFFER.**

**THEREFORE, IN BUSINESS,
UNCHECK
IS ANY MOMENT WHEN
THE CUSTOMER CANNOT
SAY EITHER
YES OR NO
BECAUSE HE OR SHE
IS NOT, AT THAT MOMENT,
IN CHECK
FROM A SALESPERSON.**

**UNCHECK IS ALL OTHER
NON-CUSTOMER-CONTACT
BUSINESS SITUATIONS.**

**QUITE SHOCKINGLY,
MOST OF THE TIME,
WE ARE IN UNCHECK.**

**UNCHECK
IS THE GROUNDWORK,
THE PREPARATION,
THE FOUNDATION OF YOUR
BUSINESS OR CAREER.**

THE BUSINESS OF
BUSINESS IS EFU, TO
ESCAPE FROM UNCHECK,
AND USING THE NEWSSELL
SWITCH

UNCHECK2CHECK

IS HOW WE DO IT.



TO MULTIPLY
YOUR BUSINESS BY TEN
YOU SIMPLY MULTIPLY
THE EFU SWITCH BY TEN.
24/7/365.

UNCHECK2CHECK x10

x10
x10thinking

**THE PARADOX OF
UNCHECK IS THIS:**

***WHILE YOU CANNOT
BUILD A BUSINESS
WITHOUT UNCHECK,
YOU CANNOT
BUILD A BUSINESS
WITH IT!***

**EFU = ESCAPE
FROM UNCHECK!**

**THE EFU IS THE
UNIT OF SERVICE!**

THE MOST STRATEGIC
MOVE IN BUSINESS
IS CONTACTING A
CUSTOMER OR
ESCAPING FROM
UNCHECK TO CHECK.



IN NEWSELL,
TO HELP CONTROL
THIS MOVE,
WE USE THE BRAIN APP,
PRONOUNCED
'UNCHECK TO CHECK'
AND WRITTEN AS
UNCHECK2CHECK.

PAGE FORTY

DO AN EFU!

**WRITE A LIST OF TEN
ESCAPE MOVES.**

1

2

3

4

5

6

7

8

9

10

UNCHECK2CHECK x10

x10
x10thinking

MEASUREMENT.

Do TTs.

Do MMs.

Do Qqs.

Five Point Summary

***1. In business, uncheck can never
be equal to check.***

***Business is all about EFU,
the escape from uncheck.***

***2. The purpose of
business leadership is to
separate check from uncheck.
Measure quarterly projections.***

***3. The escape from uncheck
(EFU) is the physics of business.
The EFU is the unit of service.***

***The metrics of business are
TTs, MMs and QQs.***

***4. Theory of Newsell:
the customer closes the sale.***

***The salesperson cannot
control checkmate.***

***Only the salesperson
controls CHECK.***

***5. While you cannot
grow a business without UNCHECK,
you cannot grow a business with it.
TTs are the only answer.***



Escape from CVS

The First Law of Thinking

The Current View of the Situation (CVS)
can never be equal to
The Better View of the Situation (BVS)

CVS \neq BVS

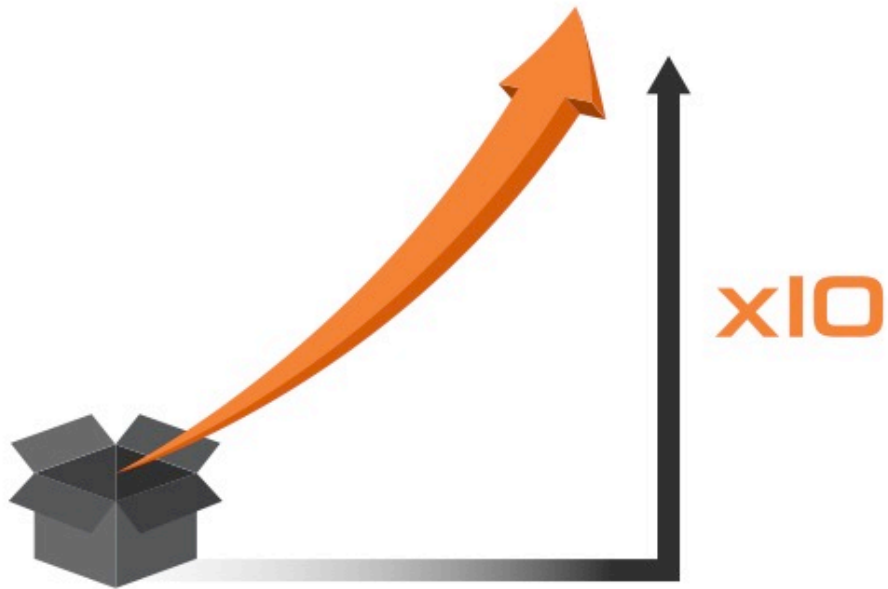


CVS2BVS

The Law of x10 Thinking

The CVS multiplied by ten is equal to the BVS

CVS x 10 = BVS



x10 Thinking is:

- A powerful lateral thinking tool
- A corporate service that is 100% online
- A bottom up approach that liberates innovation

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THE X10 BOOK

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THE X10 MEMEPLEX: MULTIPLY YOUR BUSINESS BY 10!

BY

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FASTBOOKS

BY

MICHAEL HEWITT-GLEESON

GE x10

Jack Welch multiplied GE from US\$30 billion to US\$300 billion in just ten years!

The Newsell Switch

The world's first PhD in lateral thinking!

Bad Philosophy

How to escape from logical thinking, today!

Joseph

The Greatest Teaching Giant in History.

WOMBAT Innovation:

'The Australian Solution'

Creating very clever ideas that people talk about!

**THIS *FASTBOOK* HAS BEEN
PURPOSEFULLY DESIGNED
TO BE READ ON YOUR IPHONE.
IT'S FREE. PASS IT ON.**

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