

## Selling the Impossible

Almost 20 years ago Harry Beckwith wrote "*Selling the Invisible*" a tremendously helpful book to those of us selling speaking, advisory and consulting services. I used to think there was nothing harder. I was wrong. Oh, was I wrong. Selling the invisible is a picnic compared to selling the impossible. This will be true for you as well. The higher the possibilities you reach, the harder it is to achieve adoption by the marketplace.

Everything that will ever be possible is already possible. We don't create possibilities, they exist already. Our calling is to see our highest possibilities, add energy to what we see, shake and stir and presto, we have a new reality. Einstein is reputed to have said that if you match the frequency of the future you want, it cannot help but be yours. "This is not philosophy," he said, "it's physics."

Yet since the beginning of time, those who see higher possibilities than others (the wheel, earth circulating the sun, electricity, the phone, flight, heart transplants, DNA, computing architecture, whatever) have been put through the refining fire of disbelief. And yet, once they broke through, what was once "impossible" is declared an indispensable and ho-hum reality. So why is it after multiple millennia of life-changing experiences, do we *still* assume certain things are impossible? I've come to the conclusion that overcoming *disbelief* is the ultimate marketing challenge.

In my case, I co-founded a company called "Emendara" - Latin for "to mend fault." Simply put, we had a proven technology enabling the development of fault-free software source code. According to many in the IT establishment, fault-free software is simply impossible. We were repeatedly dismissed, the naysayers not even asking how on earth we thought we could actually do that. Needless to say, raising interest, never mind investment, for something many thought impossible was quite the trick. Many lessons have been learned here that could not have been learned any other way than by overcoming entrenched disbelief. If you too are reaching for an "impossible" *Holy Grail*, I offer two of them.

First, being confronted with disbelief is how you know you are exploring new territory. Remember that possibilities exist only in the future. Only one question matters these days: *What is possible?* Align the right energies and laser-focus them on that possibility and you can own that new space.

Second, there is always someone else out there willing to see what you see. Finding just *one* who says "I think you might be on to something!" is all you need to keep going. With Emendara we were fortunate to attract the interest of three very prominent experts in the fields of privacy, security and software technology. Search your network and then the literature for those who might be seeing what you see. Connect with them and ask for their help.

There is no way to repay your early encouragers. Like a plant growing through concrete, disbelief begins to shatter and a breath-taking world of possibilities is revealed.

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