

# Author Manfred Scholz Releases New Book: Consciousness Deceives – The Subconscious Rewards

*Manfred Scholz Announces New Book Release: "Consciousness Deceives – The Subconscious Rewards" Explores the Power of the Subconscious in Sales and Performance*

MEMMELSDORF, BAVERIA, GERMANY, August 20, 2025 /EINPresswire.com/ -- Sales expert and international speaker Manfred Scholz announces the release of his new book, "Consciousness Deceives – The Subconscious Rewards." The book examines the role of the subconscious mind in purchasing decisions, sales success, and personal transformation.



Introduction Manfred Volker Scholz

Drawing on more than 30 years of experience in sales and leadership development, Scholz explains how lasting change occurs not in the conscious mind but in the subconscious. The book includes practical examples from sales, professional sports, health, and personal development.

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Manfred Scholz is a salesperson with over 40 years of experience. He has led over 3,500 salespeople, won the International Speaker Slam, developed the live seminar Train the Leader | Deep IMPACT”

*Manfred Scholz*

“Decisions are not made consciously but subconsciously. Once you understand and work with that, you can achieve better results faster — in sales, sports, and everyday life,” Scholz says.

The book is written for entrepreneurs, executives, coaches, and sales professionals.

Download the book here:

□ <https://blackrose-transform.com/ressourcen>

## About the Author

Manfred Scholz is an international sales trainer and speaker. With more than four decades of experience, he has trained thousands of sales professionals and leaders. He is the founder of the Deep IMPACT seminar, winner of the International Speaker Slam 2025 in Wiesbaden, and invited speaker at the New York Speaker Slam 2026.

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