



Tough Times Test Our True Character

By Lisa Coleman

Over the course of my sales career I've experienced incredible highs and ultimate lows. That is the nature of sales: winning, losing, rejection, big checks, small checks, ever changing commission plans, great leaders, bad bosses, rewards, awards, people who hate you for winning, constant change, chaos, and broken promises. If you hang around the sales profession long enough you will certainly have days when you will wonder if the pain is worth it.

My strategy to excel, in spite of these challenges, is "to walk by faith and not by sight." When things around me appear dismal, I choose to believe the best will happen. I've learned the hard way that even though I cannot always change the circumstances around me, I do have complete control over my attitude. My attitude is everything! My attitude affects my total well being and the way I interact with others. A rotten attitude destroys the positive momentum in my entire life.

Tough times test our true character. It is easy to be positive in the good times but the real test occurs when times are turbulent. I choose to believe that GREAT things are heading my way! I choose to have fun! I choose to believe that despite the emotional trials, sales is the best career in business today. I have more flexibility, more fun, get more rewards, and make more money than almost every other profession. I will not allow the actions of others, rejection, chaos, change, envy, or broken promises take that away from me.

Three PowerPrinciples for Managing Your Beliefs

Be the President of You, Inc.: You are the president of your own personal sales corporation. Your actions and choices are all that really matter. Your job is to maximize value for You. When you allow outside forces to distract you from your key focus - sales - your personal sales corporation will go bankrupt.

No Time to Whine: When we feel everyone and everything is working against us the first instinct is to whine about it. Beware! Whining is a luxury you cannot afford. Whining trains your inner voice to complain and soon your inner voices teaches you to believe the worst rather than the best. Your sales drop, your income disappears, and misery becomes your best friend.

Make a List: On your most awful day, when you are at the end of your rope, sit down with a blank piece of paper and write down every thing that is good about your life and job. Make the list as long as possible. You will experience an instant attitude change as you discover that you live a great life.

Lisa Coleman is an award winning, career Sales Professional. Over the course of her career she has represented some of the most prestigious corporations in the world. She is currently employed as an Account Representative with Kimberly-Clark Healthcare. She lives with her family in Virginia and in her spare time competes in marathons.

"Nobody gets to live life backward. Look ahead, that is where your future lies."

Ann Landers

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