



You Find What You Look For

By: Barry Ryan

Even after 20 years of leading professional sales teams I'm still amazed at the power a positive attitude has on sales performance. Often, I will hear a sales person complain about the hours spent making calls resulting in no appointments, their poor territory, problems with operations, and bemoaning their quota as an unrealistic sales expectation.

The same day I will hear another Sales Professional go on and on about the calls that led to great appointments, the opportunity in their territory, and how much better we are than our competitors. Inevitably the second sales person is turning in regular sales, blowing away quota, and cashing big commission checks.

Our belief system is the most important instrument in our success tool box. If we focus on the negative, we will have no trouble finding it. If we want to find fault with our job expectations, with our career, or with the world in general, we will certainly be able to do so. However, if we look for the opportunity in any situation, we can train ourselves to find it! Elite Sales Professionals find opportunity everywhere. You find what you look for: as you think, so shall you become.

Three PowerPrinciples for Managing Your Beliefs

1. Keep Good Company: Your relationships have a direct impact on your belief system and attitude. Scientific research has proven that we tend to rise to the level of the company we keep. In other words, when we spend time with successful, positive people we have the tendency to become successful and positive too.

2. Invest in Yourself: It is difficult to maintain a healthy belief system when you are burnt out. The Sales Profession is brutal. It comes with long hours, rejection, and unrelenting pressure to perform. To overcome these drains on your emotion it is essential that you find time to invest in yourself. Make time for professional reading, exercise, and feeding your spirit every day. Put these activities on your calendar and keep these appointments with yourself.

3. Manage Your Self-Talk: Beware: your outward attitude is a manifestation of your inner communication. Stop what you are doing right now, turn off everything, and just listen. If you pay attention you'll hear your inner voice. This voice never stops talking. The problem for most of us is that we only seem to hear our inner voice when it is saying negative things. Change your self-talk and, in a short time, you will change your attitude.

“Obstacles are those frightful things you see when you take your eyes off your goals.”

- Sydney Smith

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