

Challenging Times

It is not about who you support in this political year. Neither candidate can change your life. Your future depends on the decisions you make, not what someone in Washington DC “promises” to you. It is really about personal accountability. Are you personally set up to succeed? Or are you waiting for a handout? These days are challenging. We all run into many people who feel that today’s business climate is one of the most challenging they’ve seen in years. Just sit and talk to your customers. I’m sure even some of you “baby boomers” would agree that the current economic status is one for the ages. Some sales people are seeing all time lows. Some are leaving their industry for other, more stable positions. Many companies are budgeting decreased revenues for ’09. That means they are not confident that their sales team can bring home the bacon. It does not have to be “doom and gloom”! The title of this article is “Challenging Times”. I challenge all of you to realize the potential you have for ’09. Remember, as long as you have competitors out there, you have customers to sell too.

So, how do you grow your sales in ’09? The recipe has not changed. You must educate, motivate, and stimulate your mind. Truth is you must invest in yourself, before others invest in your product. Let me repeat that. You must invest in yourself, before others invest in your product. Investing in yourself both personally and professionally will help you achieve tremendous success during hard times. While others are sucking wind, you are seeing the results from your efforts.

Educate yourself by reading a book a month. If you start this month, I believe that next year at this time your company will be looking at you for answers on 2010’s budget. Because you’ve chosen to learn more by reading, you are staying ahead of your competitors and you’ll see success. So what if you make it hard on everyone else. That is their problem. I’ve listed several books below that I’ve read that have helped me learn more about sales, personal wealth and life itself.

Motivation is another key to a successful year. What motivates you? More sales, more time with the family, or more money? How do we motivate ourselves into becoming more successful at what we want to achieve. Start with creating habits. Good ones of course. Get off the couch, start your own wellness program if you want to get in shape. If you lack motivation to read a book a month, start with small books or articles that you are interested in. People, who feel great about themselves, will produce great results! That is the truth. Have you ever met a successful person that is negative? No, they are positive, glass half full, excited people. They plant seeds and reap the rewards all the time. They don’t have luck, they have successes.

Stimulate your mind with positive vibes. Last month Kim and I went out to dinner at a local establishment. You would not know the economy was in shambles from the crowd at this place. The server asked us what brought us out that evening. My response “We’re here to stimulate the economy.” Obviously, so was everyone else. My point is that you need to plant the seed of success in your mind. Stimulate it with successful thoughts. The end result will be what you expect. Success!

As you plan your sales and life goals for today, tomorrow, and even further in the future, remember that it starts with a challenge. I remember seeing this many years ago: Failing to plan is planning to fail! It is so true. So, are you going to challenge yourself to be successful during these times or will you fall into the trap and use the excuse that these days are too challenging to be successful? After the election, 50% of you will get what you wanted anyways! So you think!

Great Selling!

Mike Popella

Some books for your reading:

Self Help

The Secret by Rhonda Byrne
Your Best Life Now by Joel Osteen
Become a Better You by Joel Osteen
Little Yellow Book of Yes! Attitude by Jeff Gitomer

Financial Help

Total Money Makeover by Dave Ramsey
Financial Peace by Dave Ramsey

Inspirational

The Last Lecture by Randy Pausch

Sales Help

Little Red Book of Selling by Jeff Gitomer

Change Management

Our Iceberg is Melting by John Kotter

There are many more you can read. These are one's that I've read in the past couple years that I reference often.

Great Reading!