

Land of Opportunity

Look around you. Every step that you take is in one direction or another that could lead you down the path to many sales opportunities. Open your eyes to the world that surrounds you. Every one of us has the opportunity to choose to be successful, live life to its fullest, and enjoy a rewarding career. But how do we determine if we are successful? In order to achieve success, you must define what success is to you.

The many years that I have spent managing sales people, crew members, and other managers have helped me to realize the successes I've achieved. I've helped coach many folks that achieved their goals. But to me, I'm proud of what I've accomplished as a sales person and manager. You see, success really matters if you can look at yourself in the mirror and smile because you know you've achieved your goals that you've set for yourself. You've seized the moment and the opportunities that lie right in front of you.

I say too many sales people that to be a good sales person you just need to get up each morning, hit the ground running, and make your calls. Just showing up will make you a good sales person. To be an excellent one, you just can't leave any stones unturned. You must work smarter, not harder than your competition. All of us have the same amount of time available to us each day. Let me repeat that. All of us have the same amount of time each day! It is how we use the time as an individual that separates the successful people from the unsuccessful. Opportunity is everywhere around us! You just need to be smarter than the competition.

Many sales people are looking for that one big account that may take years to land. They spend all this time trying to lure in the big fish when they could have herded in a large flock of sheep. Russell Conwell, founder of Temple University lectured about the speech he called "Acres of Diamonds". It is a story about a man who gave up everything to go on a search for diamonds. When what he gave up was a treasure of diamonds on his own land. This story is an excellent example of how we are standing in the "Land of Opportunity" or our own "Acres of Diamonds". We just need to open our eyes to this opportunity. You can listen or read this speech at the link listed below where it is listed as one of the Top 100 speeches of all time.

Just think of how many opportunities, prospects, and people you pass up on a daily basis that could change your life. The next time you are in a mall, church, or restaurant, stop and look around. Meditate for a moment. Every one of the individuals around you has a purpose in life. Many of them may be able to help you achieve goals that you wish to achieve. Who is stopping you from finding out who can help you? YOU!

Have you ever notice when you've attended a meeting or a conference how many people stay in their comfort zone? They don't intermingle with others outside of their group. How are you ever going to find new opportunities if you don't use the land that is right in front of you? We are blessed with the freedom to use the time we've been given to work in our favor. Please don't waste it on things that won't offer you the opportunities to be successful!

Great Selling!

Mike Popella

1 www.americanrhetoric.com/speeches/rconwellacresofdiamonds.htm