

Reality Check!

What is reality? Reality is what is happening all the time around you. It is true life experiences and personalities. It is the way things happen and exist. How things influence and effect you is what you can do to offset the impact of reality. Things happen! It's your choice on how you react to them.

Many current events are affecting us every day. Take for instance the economy. Many folk's retirement and investment funds have hit rock bottom. Many more will be joining them in the very near future. Also some may have lost their job due to cut backs, layoffs, plant closings, mismanagement of finances, or job performance. The truth is if the majority of these folks would be aware of their surroundings, they would have been prepared for the worst to happen. There are signs all around each of us everyday that tell us how we are doing in the challenge of life, how our company is performing, and our economy.

I recently heard a statement that "yes, the economy is real bad, but the folks that have money are getting ready to reap tremendous profits, when it turns around". Let's ponder for a moment what these folks have done. They prepared themselves and their families and companies for the worst. They will come out of a down economy on top because they invested when they needed to invest and did it wisely. I hear all the time if you want to be rich, do what rich people do. If you want to be poor, do what poor people do.

Over the past several years we've heard of Reality TV. Some of the so called competitors on these programs are "snakes" that I would not associate myself with. You can tell that these folks will not stop at anything to get what they want. I don't watch much of these shows, but I can tell after one of these shows has aired, who watched them the night before. They take on a similar image. They relate to certain characters on these shows. My thoughts have always been, hang around folks that can help you improve your life, not ones that hold you back.

In sales you can look at the challenges going on in any environment as opportunities. I've said in the past, as long as there are competitors, there are customers. Look at every thing you do and realize you do impact your chances of success when you take a positive outlook vs. acting defeated. The reality is that you are the key to your chances to succeed. Why not make the choice to be successful and realize that your reality is your choice.

I will leave you with a couple quotes:

"Whether You Think You Can or Can't, You're Right"--Henry Ford

"Whatever you believe with feeling becomes your reality."—Brian Tracy

Great Selling!

Mike Popella

