

Thought Processing

Life is like an ala carte menu full of opportunities and decisions. Things are coming at us all day long that require us to make many choices. Make the wrong one; well let's not get into that. Let's talk about the right ones!

So many folks that make the right choices typically hear they're so lucky. They always get the breaks. But it really goes back to the choices they've made. You can usually track back to where the decision was made and the path that pointed them in the right direction. I usually do not wish people "good luck" when they are doing something or making a decision. Luck is what you have at the casino. Your decision making is a process that involves thoughts and that to me is not luck. Unless you wing it! That's why I end my articles with "Great Selling" instead of "Good Luck".

Decisions are made from a series of thought processes that result in a conclusion that you've made. The thought process is extremely important because we base these on experiences and examples from our past that may have been similar situations. We reach within our minds to make good sound decisions. When there is a new experience before us, we try to use our best judgment in our decision making. Sometimes however the decision process for some of us is a "snap" decision. Other times we "sleep on it". Whichever it is, please make sure it is the right decision and you are ready for the consequences.

What makes it the right decision? Your decision was made ethically and morally. It will not harm others and it is made in the best interest of all affected by it. It helps you obtain or exceed the results you had expected. Many of us are looking for the key that helps us make the right decision when truly it is already in our possession. Our "thoughts" in making the right choices are the key to successful decision making.

Mike, how do I control my thoughts? You must choose to want to manage your thought process. Here is an example: You're having a disagreement at the office with a coworker. Your client walks in for a 10:30 AM meeting, what do you do? You change your demeanor to reflect the positive person you are or at least I hope you do. A switch went off in your head. You made the decision to be positive in front of your customer. If you decided to carry on your disagreement in front of your customer, I'm sure your customer may be looking for a new relationship in the future with your competitor.

Each of us has sales opportunities all throughout the day. Whether they are with customers or family members, our decision making process affects the outcome and results today and well into the future. What you do, impacts the way you're perceived in the market place and in life.

They say that hindsight is 20-20. Anyone can look back at the decisions you've made and say if you would have done this, you would have gotten better results. What if you could realize the outcome of your decisions before you make them? I don't have the answer to make that happen, but taking the time to use your thought process will give you a better chance to realize the results you had expected. When faced with future decisions, take a step back and utilize a thorough thought process to ensure the best results possible.

Great Selling!

Mike Popella

