

A Chance To Do Your Best

By Mike Stewart, CSP



Nothing irks me more than phony enthusiasm, such as people habitually saying little things that are supposed to show they are motivated. I used to see this constantly in our executive group at the company I was with for 20 years. For example, one of our other vice-presidents habitually avoided admitting that we had problems. "These aren't problems," he would say, "they are just opportunities."

Every problem does offer an opportunity to get better. I believe this very strongly and I also agree in putting things into the most positive frame of reference possible, just as our overly enthusiastic vice-president tried to do. Unfortunately, he was also constantly saying, "The only real problem we have is that we have too many opportunities. I don't know what to do first!"

First, fix the problems that are costing you the most! is what I said in our Board of Directors meetings. Fortunately, I had some influence and helped our management team identify and correct the problems that offered us the best opportunities to show our franchisees, company line and staff organizations, and our customers that we were responsive to their needs and capable of delivering more than we promised.

A problem is a chance for you to do your best.

- Duke Ellington

Problems create a sense of urgency that is too often missing when we think of situations as opportunities. This is because, just like the vice-president I mentioned, we tend to have so many opportunities that we become immunized against taking action on them! This is certainly not as it should be, but, sadly, it is the way it is according to much of what I see day in and day out.

We don't take advantage of our opportunities because we tend to see the difficulties they present rather than focusing on the potential payoff. For example, you may have many opportunities for new sales in your territory, but see only the time sales calls require or the discomfort you feel in making prospecting calls. As a result, you don't take advantage of those opportunities.

A pessimist makes difficulties of his opportunities; an optimist makes opportunities of his difficulties.

- Harry Truman

What are the problems in your territory? For most salespeople, the biggest problem I see all the time is the money they are leaving on the table, for both their companies and themselves, because they don't take advantage of situations where they can sell more new business. How big a problem is this? According to more than 25 years of empirical research by Behavioral Sciences Research Press . . .

The typical salesperson earns only 40% of what they are capable of earning.

This is a BIG problem!

How are you solving it in your territory?

Avoid 12 of the most common sales problems I see in my sales consulting and training business. Get my e-book "The Dirty Dozen: 12 Killer Mistakes That Murder Sales." ***Great for personal development + team sales training!*** Download immediately over the internet via email. Only \$5.97 [Click Here](#)

=====

Copyright © 2007 by Michael M. Stewart
All rights reserved

International sales trainer and consultant, Mike Stewart, CSP, specializes in hiring and developing high-performance sales teams. He is a leading authority in diagnosing and overcoming Sales Call Reluctance. To learn more about Mike and the services and products his company offers, go to www.StewartSalesDynamics.com.

You are welcome to reprint this article if you include the above attribution and, if possible, include Mike's photo.

If you are a member of the media and would like to interview Mike or feature more of his articles in your publication, please contact him at Mike@StewartSalesDynamics.com or 1-866-515-0022.