



Attitudes vs. Platitudes

By Mike Stewart, CSP

This, too, shall pass . . . is a common platitude I hear often when expectations are changed and people want to keep doing things the same old way instead of adapting their behavior to achieve the new standards.

Platitudes serve to end conflicting thoughts and feelings.

For example, salespeople who understand that the core competency of sales is developing new business but who don't want to make more prospecting calls frequently use platitudes to justify their reluctance.

A platitude is a trite, meaningless statement presented as if it were original and significant. In fact, a platitude is typically a shallow, self-serving expression used to terminate cognitive thinking which might lead to a valuable new beginning.

Don't fix it if it ain't broke . . . is a platitude used by fearful people to justify their hanging on to the way things are in order to avoid taking action that moves them out of their comfort zones in order to achieve more.

So much more can be achieved through winning attitudes than through spinning platitudes! Winning attitudes enable us to accomplish greater goals while spinning platitudes attempt to excuse our failure to achieve.

This is the perfect time to look back over the last 12 months at chances for success that you let slip away - or just plain talked yourself out of - and ask yourself what happened. Be objective and identify the *platitudes* you used to excuse your shortcomings.

"Ninety nine percent of the failures come from people who have the habit of making excuses."

- Dr. George Washington Carver

This is also a great time to take an inventory of the opportunities that are available to you in the coming year and do a 'check up from the neck up,' as Zig Ziglar used to say, to identify your attitudes about them. What thoughts and actions will it take for you to exploit these opportunities?

***"Excellence is not an exception
it is a prevailing attitude."***

- Colin L. Powell

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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.

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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.