

## Inspiration or Perspiration

By Mike Stewart, CSP



The CEO of the corporation I was with for twenty years, and my mentor for longer than that, William C. McFadden used to say,

***"There is no substitute for work."***

**I couldn't agree more.** Every author fears "writers block." It locks up your brain so absolutely nothing creative happens. Successful writers know, that instead of sitting around waiting to be inspired or motivated, they have to work their way through these debilitating writers blocks. Successful writers know that when they just start writing and keep on writing they get back on track.

**There is no substitute for the right work.** Successful writers write. They don't spend precious time sharpening their pencils, organizing their thoughts or straightening their desks. They write!

**Successful salespeople make sales calls.** They don't spend their time thinking about sales, organizing their prospect lists, or waiting for the spirit to move them. They get to work and... They make sales calls!

***"Genius is 1% inspiration and 99% perspiration."***  
- Thomas Edison

**Get to work! Here are some tips** that will help you be sure you are working at the right things to sell your way through Sales Block and produce more new sales:

- Have a "target list" of prospects in your territory
- Schedule time every week to contact new prospects
- Schedule time every week to follow up on prospects already in your sales pipeline
- Measure your performance against your goals on a regular basis
- Review your progress with your manager, or if you are a manager, review the progress of your salespeople with them.
- Ask for help, or give direction, as you need to do so.
- Increase your sales activity if you fall behind

### Sidebar

If you, or your salespeople, would like support in developing a game plan to reach your sales goals, my E-Book/Training Manual "Target Your Time To Sell More New Business" may help you.

Download it and begin using it within one hour.

Learn more at: <http://tinyurl.com/aexp5>

**If you have trouble convincing yourself** to make the sales calls you need to be making keep trying. If the motivation or inspiration you keep waiting for never comes, forget waiting for it. It probably isn't going to come until you start making sales calls and keep making them (see I Couldn't Agree More above).

### Sidebar

If you simply can not force yourself to make the calls, help is available.

Learn more at: <http://tinyurl.com/8rq3m>

**Somebody Believes in You, so Keep a Positive Attitude** no matter what your circumstances may be.

- If you need to wrestle your ego and go back to the basics, remember that somebody is counting on you and will support you. See the opportunity and do it.
- Even if you need to bite the bullet and admit that some fear may be holding you back, remember that somebody is counting on you and will support you. See the opportunity and do it.

***"A pessimist sees the difficulty in every opportunity.  
An optimist sees the opportunity in every difficulty."***

- Sir Winston Churchill

**See the opportunity and do whatever it takes.**

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