



It Is What It Is

By Mike Stewart, CSP

Lots of people deny reality in order to stay in their comfort zones and avoid dealing with the difficult parts of their jobs, or their lives in general.

Literally hundreds of salespeople in organizations I worked with in 2006 frequently tried to explain their way out of accepting their responsibility to grow their sales by:

- Claiming they didn't have the resources they needed,
- Pretending their jobs were more about service than sales,
- Blaming others for their shortcomings, or
- Using a variety of other ruses to escape accountability.

Amazing, isn't it, that 90% of salespeople fear that part of their job that truly defines their primary reason for being? However, a recent study of 84,000 salespeople revealed exactly that - more than 89% were found to have fear that was strong enough to seriously impair their prospecting for new business.

Hiding, denying, whining, blaming and refusing to see things as they really are just makes a person appear weak and incompetent. Still, I see lots of people in sales trying to excuse their lack of performance by using these tactics. They just don't get it. I hope you are not one of these people, but . . .

If you are just scratching and looking for cover you are not fooling anyone but yourself, so don't be surprised when you are called to account for your shortcomings.

If fear is holding you back from the success you deserve learn how you can overcome it and earn what you're worth. Free Report!
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Managers on a high-performance sales team I began working closely with in 2006 repeatedly counter such excuses by their salespeople with this comment, "If you aren't dealing with the facts don't spend your time pretending that you are." Then they add,

It is what it is.

To make the most of your skills and experience, which you have worked so hard and sacrificed so much to acquire, you must accept the facts as they are and start from there. Only then can you make a positive difference and create desirable

outcomes. Don't fight it. It is what it is.

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