



## What's Your Excuse?

By Mike Stewart, CSP

---

**People generally know what they need to do** to get what they want, but way too many people seem more inclined to talk about what they say they want instead of taking the action required to achieve it.

**Talk is cheap** but the consequences of not taking action are costly beyond belief. Examples abound: If Bill Gates had just talked about his software vision and not taken action, the lost opportunity costs would have been in the billions of dollars; if Ronald Reagan had not backed his "Mr. Gorbachev, tear down this wall," rhetoric with action . . .

**You can name more than one person** who talks about what they are going to do 'someday' or 'should' be doing today, but aren't taking action to do it. Instead, they are making excuses, aren't they?

***Pain is temporary. Quitting lasts forever.***  
*- Lance Armstrong*

**If you are one of these people** and you want to turn things around make a list of your most important short-term goals and list the actions you need to take beginning now to achieve them. Then, get to work.

**If you find yourself stumbling** over excuses and finding 'reasons' why the obstacles facing you are difficult to overcome, look for inspiration to others who have achieved success in spite of the obstacles they faced. The list of such people is nearly endless. In addition to people you know personally, look up American Heroes or Google "success despite obstacles."

***"Those who say it can't be done need to get out of the way of those who are doing it!"***

**For a stunning current example** of courage to take action in spite of overwhelming odds I would like to refer you to my friend Rene Godefroy's website to learn about 14 year old Ben Underwood and his incredible story. Click on:

<http://www.inspiringarticles.com/true-inspiration/>

Then click on the start button on the screen

**Run time only 3:38. You will be amazed!**

=====

Copyright © 2006 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](http://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](mailto:Mike@StewartSalesDynamics.com) or 1-866-515-0022.