

# Sales Mastery® 'Lead the Pack'

## Sales Newsletter



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Developing and understanding social position within the pack is key. Within weeks pups are testing relationships around who is higher or lower on the social ladder. They play, snarl, growl, grimace, threaten, bite and fight. They identify their roles early even though they maintain a strong individual personality.

### Resilience: Adapting well to changes and events

How do you respond to hardship? Some people feel victimized and blame others for their difficulties. Some feel helpless and shut down, while others get irritated and lash out at those around them. Certain individuals, however, face the same hardships in a very different way; they use the experience and inner strength they have gained to pick themselves up and move forward rather than indulging in feelings of pain and hurt. These are the survivors.

Often many people find their way into sales even though they did not "study" or plan to be in sales. It is easy to understand why this occurs, since sales is one of the most rewarding professions ever and a skilled salesperson will always be in demand.

In sales, problems get solved, high incomes are earned, and there is great personal satisfaction to name a few of the rewards. Sales are the heart-beat of most industries and organizations. Even in the technical and scientific world, ideas are sold and people skills are required. Equally often, people find themselves struggling as they are trying to deal with the rejection they receive from the perception others have of their ideas. It is comforting to note that almost all professions have their drawbacks. For example, doctors have to deal with the reaction of telling people they have un-curable diseases or that families have lost a loved one. Attorneys may have to represent undesirable people and/or principles that they disagree with (the law).

Here is why successful people succeed, and really think about this. If a person fails and learns ten lessons, he/she is ten lessons ahead of the person that did not risk, fail or show up. Times that by ten and that same person is a hundred times smarter because of all the lessons learned.

Because of the importance our culture places on "winning" and "success", we often confuse our value as a person, basing it more on what we do as employee or entrepreneur than on who we really are. For example, some salespeople won't cold call because if the effort is rejected, it is taken personally. It is easy to forget the rejection is related to what we are doing and not personal. It's important to learn to take risks in sales. And it is important to remember that you never let someone else determine how you feel about yourself. We get what we expect, so there is some truth to the self-fulfilling prophecy. We train others how to treat us. If you don't like other's responses to you, figure out what you are doing to stimulate those responses. Establish boundaries, choose your behavior, you can influence how others respond to you. It is normal to have fears, it is not okay to let them control your behavior. By managing your fears, taking required risks and learning the lessons of life you will grow professionally.

### UPCOMING EVENTS

Registration required. Please call or email.

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**SALES MASTERY™ CLASSES**  
Tuesdays, 7:30 AM—9:30 AM

and

**SALES MASTERY™ ADVANCED**  
Mondays, 12:00 PM—2:00 PM

View our calendar at:  
[www.LeadershipConnections.com](http://www.LeadershipConnections.com)

**SALES MANAGERS' WORKSHOP**  
1:30 PM—5:00 PM

**April 11, Vision, Goals, Values:  
Developing Your Cause**

This workshop helps leaders create a sales culture that is clear on the values and principles by which your organization does business.

Join our pack...exchange ideas, tap the expertise of your peers, share common challenges, and accrue the wisdom and skills of an alpha leader.

All classes held at Leadership Connections,  
2420 W. 26th Ave., Suite 445D Denver, CO

## Resilience: Adapting well to changes and events (Continued)

Every person has the ability to cope with changes and negative events. Showing resilience to various life events is a common trait of high achievers. Research will show that history is full of stories—men, women and children that have lived through experiences that would have crushed most others, yet managed to go on and achieve success and happiness. Helen Keller was quoted as saying, “Character cannot be developed in ease and quiet. Only through experience of trial and suffering can the soul be strengthened, ambition inspired, and success achieved.”

We all possess the overall qualities of resilience. Practice building resilience – and you will be successful in consistently adapting well to unexpected changes and events. Take note of your successes by keeping a fuzzy file. It is better to have tried and failed, than never having tried. We set unrealistic expectations for ourselves, expecting to have a perfect call, or complete acceptance with strangers on our first contact with them. After all, we didn’t walk or talk perfectly at first either.

Make a decision, establish priorities, trust your “gut”, remove pressures in your life, write out your goals, journal your thoughts and ideas, most importantly TAKE ACTION! There is nothing that will boost self confidence and build resilience more quickly than taking action.

*“Have patience with all things, but first yourself. Never confuse your mistakes with your value as a human being.”*

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## Don't be afraid to get noticed!

The ability to focus on your own successes without sounding vain can enhance your reputation in any organization. Some sources advise sending a memo to your boss every three months or so, detailing your accomplishments (this can come in handy at salary-review time.) To avoid boasting, try sharing the credit: Phrase the memo so that you compliment other coworkers or salespeople on the successful completion of an important project or on the closing of a big account. This community spirit means employees are looking out for each other and backing each other up. If you have worked out a solution for a problem, make your manager aware of the problem **and** the solution. It's important to show both as it reveals you took ownership in a specific situation.

Another time for recognition is during staff meetings or sales meetings. Great meetings create a cooperative spirit and enhance working relationships throughout the entire organization. Sales or staff meetings are a great time to share your ideas and thoughts revealing that you have the company's best interest at heart. As an employee, it's important to have a sense of accomplishment. Whether you are speaking to one or to many, your ability to communicate is one of the most important activities of your life.