



THE KEYS TO SUCCESS IN BUSINESS

Success in business has nothing whatsoever to do with salesmanship, little to do with a knowledge of your company's products or services.

It is owing to some far more basic fundamental principles which will determine your success or failure at anything you do in life.

They are your A,B,C's, Attitude, Belief and Consistency. Taking them in reverse order.

Consistency

We get up every morning, we brush our teeth wash, get dressed have breakfast. We are consistent in our actions. We do it every day. We need to do the same in being consistent with our tasks associated with our business for the days that we have chosen we are going to work, be it 1 or 7 days a week. We need the 6 marbles in our left pocket or left side of our bag and transfer 1 marble to the other side every time we have carried out a positive action i.e. seeing a customer, talking to someone about the business, etc. etc. We need to do it consistently. We need to have transferred all 6 marbles (better still 10) by the end of the day. We need to concentrate on the actions not on the result. I'll repeat that, we need to concentrate on the actions not on the results.

When we go mountain climbing, if we would continually look at the summit we would soon trip up and fall. We need to concentrate on every step at a time, one after the other and as surely as the sun goes down we will reach our summit.

Belief

An absolute and genuine belief in our business, it's products and services and what it can give it's customers.

Attitude

Possibly the most important of these three but useless on its own. It's no good having the best attitude in the world if one's sitting on one's own in a closed room not talking to anyone. So what is attitude apart from how one feels about oneself and others. I describe it like this.

Your face is transparent, totally transparent and your attitude shines through whether it's positive or negative. The first second that a prospective customer sees you maybe even before you see him, your attitude comes through. The customer sees it, maybe only subconsciously and will react accordingly. We all know that the first thing any salesperson has to sell is themselves even before they open their mouth. If they can't sell themselves they might as well turn round and go home and go back to bed. If they can't sell themselves they wouldn't be able to sell packet of peanuts or a Mars bar.

Another description of attitude, when I took my 14 year old daughter recently to Disneyland Paris we went one evening to an aquatic circus. Very unusual, people diving, dancing and somersaulting on water. It was a spectacular show. What made it even more enjoyable (we were sitting on the front row) was the fact that all the performers without exception were obviously really enjoying themselves. They were loving every minute of it and gave it their all. Their attitude really shone through like a beacon and this made our enjoyment total.

So when we get up in the morning and do our consistency things let's get a really big warm smile from within feeling good about ourselves and keep that all day. When we go about our business we need to keep out good attitude with us. If we can't also be in the place where we are physically there's no point being there in the first place. It's easier to ride a horse in the direction that it's going.

So those are my 3 all important ingredients that determine one's success or failure at anything in life.

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