

Two timelines that will benchmark your sales career and help put your persistence in high gear

How long have you been in sales? If you are not making progress as fast as you think you should, this lesson will give you a benchmark.

Why do I feel like telling them to take this job and shove it? Why am I all stressed out at the end of each selling day? More than likely it is because you haven't done your time. You haven't done your three years.

After three years in sales you will begin to feel confident. After five years it is very unlikely that you will ever want to do anything else for a living.

Take a walk through any bookstore - look at the success section. Most of the titles hint on the idea that your success is guaranteed instantly if you follow their formula.

Turn on the TV. During a commercial break notice how fast you can lose your headache - 15 seconds! These fast results create an unrealistic time frame for success in sales. When it doesn't happen instantly you get stressed out. You begin to think you are not cut out for selling. You get a bad attitude. You think about quitting.

Ask yourself this question. "How long do I think it will take to become a true professional in sales?" See how close you come to three years.

How do you make it through those long three

years? It takes short term and long term planning to be successful at anything. Careful planning will develop patience.

Start now. Commit yourself to a daily schedule. Do it one day at a time. Plan tomorrow the evening before. Prioritize your daily objectives. Make a list of all the things you want to accomplish. Rank them in the order of their importance.

Set a 90 day goal. Work towards it every day. Don't look beyond 90 days - just focus on your first step. After you reach it - set another 90 day goal. Once you repeat the process 12 times you will be there.

Focus on today. On Friday evening or Saturday morning, prepare your schedule for the week to come. Don't feel you have to account for every minute of every one of the next five days. Block out your scheduled appointments and meetings so you have a good solid overview of what you are doing.

Prepare for each call you are going to make. By attending to daily scheduling matters you will have more confidence. Your self-esteem will go up. By comparing your actual results with your plan, you'll increase your time-effectiveness. At the end of the day you will feel great.

You won't feel like telling them to take this job and shove it! You will actually start having a good time.