

How you can increase your sales by making a small but crucial adjustment in your attitude

What is the one thing that all successful people have in common? And more importantly, how do they develop this quality?

Knowing exactly what you want and expecting to get it is effectively managing your attitude. When you spend time planning your strategies you are creating a situation you desire. You have control over the outcome.

If you are not advancing towards your goal with the expectation of success, it is not the goal that is out of reach. It is the daily activities that need attention. The common denominator of all successful professional people is the same. **THEY ALL EXPECT TO SUCCEED.** The common denominator of all unsuccessful sales people is the same. **Deep down inside – THEY ALL EXPECT TO FAIL.**

Look at a successful surgeon. When they operate on someone they have the positive expectation of success. A lawyer is another good example. When they are addressing the jury they have the 100% positive expectation of convincing them to see things from his or her point of view. A politician must have the expectation of success. If you interview several candidates running for the same office the night before election, they would all believe they won. If they lost this expectation of winning at any point during the campaign they would immediately be out of the race.

However, there is a difference. Most professional people must go through several years of higher education before actually starting in their profession. All during these years the attitude of high expectations is slowly building day by day. Once they have invested in four, six or eight years of education they feel they have earned the right to expect success. And they have.

Compare that to the profession of sales. If you have never sold a thing in your life, have very little formal education and are looking for a job – you can start a career in sales tomorrow! The profession will welcome you with open arms no matter what your background, experience or education may or may not be. In sales you have not had the day-by-day, year-by-year preparation that most professions have. You may go through a short company training program that pumps up your expectations to a high level, however, once you enter the real world, alone and unprepared for what's next, your expectations take a downward turn and things look different.

To succeed there has to be certain things in harmony. Your expectations and your goals must be equal. If your goals are too high or unrealistic you won't expect to reach them and you will see to it that you get what you expect.

Your goals must be clearly defined, realistic, reachable and most importantly **APPROACHED WITH THE POSITIVE EXPECTATION OF SUCCESS.** Without the advantage of having four years of sales training before making your first sales call, you have to take a different approach. You have to teach yourself this important principle of selling – to expect success.

Doctors expect to successfully perform an operation.

Lawyers expect to win the case.

Politicians expect to be elected

Pilots expect to successfully reach their destination.

Skydivers expect their parachute to open.

Sales professionals expect to **SELL.**