

## ***Learn to duplicate the secret all successful companies use to increase sales on their most profitable products***

This lesson demonstrates the importance of looking beyond your mistakes and reliving your successes. This is the secret used by successful companies, as you will see.

Corporations study their most profitable products. Profits permit companies to grow, in much the same way your successes challenge you to grow. The companies that grow the most have focused and improved on what they have done successfully. Did they do it by concentrating on their least profitable products or services? Do they constantly review their mistakes over and over again? No. They increase their profits by concentrating on the products and services producing the most profit.

What does this mean to your selling success? It means that your opportunities can be limitless, if you concentrate on your success rather than your mistakes. That doesn't mean you stop making mistakes. It means you change your attitude toward mistakes.

Instead of saying "If only I had done it this way or said something different," you view the mistake for what it is, something that didn't work.

The key is to become well acquainted with your successes. What you are looking for are the things you are doing right. Remember successful companies spend millions of dollars a year in advertising to proclaim the merits of their products and services. You hold the key to your own selling success, and it can only be found in your individual performance. These nuggets are like the

successful products and services the corporations concentrate on to produce the most profit.

Let's look at it from another perspective. Suppose you know two different people. One seems to fail at whatever they attempt. The other is very successful and does exceptionally well in your specific area. Whose experience should you study to benefit most: the repeated failure, or the success? Whose secret would you rather know?

Successful sales people make plenty of mistakes; however they relive and build on their achievements and successes resulting in higher and higher expectations.

You will never be free of mistakes nor can you become successful by simply trying to avoid mistakes. You will continue to have many successes and many failures.

If corporations can increase their profits by identifying their greatest "pay-off" products and services, you can increase your expectations by reliving your successful sales calls.

At the end of every sales call you have a choice. You can be upset or discouraged by your mistakes or you can be excited and proud of the things you did right. Even if you did not make the sale you have done several things right. By reviewing your successes you strengthen them and give a better performance on your next call.