

Do you believe there are certain times of the year that your sales are slow and you cannot sell?

Are you believing a lie? If you believe something that is not true you will act on it as if it were true. There are many lies we might have told ourselves about selling. Let's identify them and get rid of them.

For the past several years I believed that I could not sell any of my sales training programs and keynote talks during July and August. "They" said everyone is on vacation. "They" said no one has sales meetings in the hot July and August months.

I decided to challenge my thinking. I made extra calls and put in a little extra effort. Low and behold - I made a sale. Then another and another. It turned out that July and August were my best months of the year! I could not stop there. I looked in my history books to see what was done during the hot "Dog days of summer."

Here is what I found...

- The heat of southern Spain did not force Columbus to wait until "Labor Day." He sailed July 22nd!
- George Washington did not retire to the shade of Mount Vernon when it got hot. He took active command of the Continental Army on July 3rd!
- During the dog days of JULY and AUGUST the Puritans set sail for the new world!
- Our forefathers met and signed the Declaration of Independence!
- Singer sold his first sewing machine...
- The first section of the Atlantic cable was laid...
- Lincoln began his debates with Douglas in the July heat of the Illinois prairies...

- The first oil was struck at Titusville...
- Meade defeated the Confederate Army at Gettysburg in July...
- The first street car line was operated in this country...
- Europe began the greatest war in history...
- The French Revolution was started in July...
- The first locomotive steam train chugged out of a Baltimore station for the West - in July...
- July and August were the "golden days" for the forerunners of the modern sales representative - with everything in the back end of their buggies from lightning rods to chewing tobacco.

Forty-two thousand gold seekers crossed Death Valley to California in 1850 when the temperature hung around 130 degrees... in July and August!

"Wait until after Labor Day!" "They" say. "There is not any business now!" "No use killing oneself in this weather - nobody buys until fall!"

The next time the friendly competitive sales person edges over to you in the lobby and admits there is nothing doing until after Labor Day, encourage him or her in this delusion.

AND THEN SLIP OUT AND MAKE THE BIGGEST SALES OF THE YEAR - BEFORE LABOR DAY! The bottom line - DO NOT BELIEVE IN SUPERSTITIONS!

SELL 52 WEEKS A YEAR!