

CHANGE YOUR ATTITUDE

INSTANT SALES TACTICS

We all know that having a Positive Attitude can be a powerful sales tool. But when things aren't going well, or we aren't getting the results we want, it can be difficult to change our Attitude.

RESULTS come from three things

1. What you **THINK**: your Ideas.
2. What you **FEEL**: your Attitude.
3. What you **DO**: your Actions.

Your Attitude—how you feel about things—drives your Actions. Your Attitude will determine whether you succeed or fail.

The AREAS of Attitude

Let's look at four areas of Attitude:

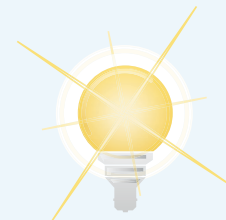
- **How you feel about the Past.** If you feel negatively about your past experiences, it will block your future actions. But if you view your past as **education**, you can gain information and use it to create a different future.
- **How you feel about the Future.** We often imagine the worst for our future. That's human nature. But the better path is to create a **picture** of the future you want, a picture that gets you excited and gives you a goal to work toward.
- **How you feel about Others.** Who are you around? How are they influencing you? Are you climbing your mountain or theirs? If you don't have a good Attitude about the people around you, you either have to change your Attitude or limit your association with them. Find the right people and spend more time with them.
- **How you feel about Yourself.** You have to understand and embrace your Value: what you provide for customers, prospects and your company. If you don't feel good about yourself, you will not have a positive impact on customers and prospects.

So, to maintain a positive attitude, view your Past as Education, paint the picture of an exciting Future, surround yourself with the right people, and remember your Value.

“
The greatest discovery of my time is that human beings can alter their lives by altering their attitudes.

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William James



RIGHT NOW ACTION STEPS

- ▶ Think about a past experience that you feel negatively about. What can you learn about it that can move you forward?
- ▶ Write down what your best Future might look like, one that gets you excited.
- ▶ List the Values you appreciate in other people.
- ▶ List your Strengths and the Value you provide.