



# PERSISTENCE

## INSTANT SALES TACTICS

Perhaps one of the most important disciplines that a sales person should develop is **Persistence**. Persistence is defined as refusing to give up when faced with adversity or opposition.

Adversity and opposition are facts of life in sales. The truth is that a majority of our attempts at sales will not result in success. If they did, everyone would be in sales.

Whether it's making a sale, or getting an appointment, or learning something new, we always face obstacles. And often, the more important something is, the harder the obstacles are to overcome.

## REACTING to Obstacles

For most of us, our first reaction when confronted with an obstacle is disappointment. We wanted to succeed, we thought we would succeed, and when we didn't, we got discouraged.

That's natural, but the next step is the most important. When we are discouraged, do we quit? Or do we try again?

That choice is what separates the successful salesperson from the crowd. Most people will simply quit. The successful person will be persistent and try again.

## Those Who PERSISTED

What do the names Lincoln, Sanders and Jordan have in common? Well, first off, each one of them has been associated with the idea of success in one form or another:

- Abraham Lincoln is considered by many to be one of the most important presidents of this country.
- Colonel Harlan Sanders founded and developed KFC, one of the most successful restaurant companies in the world.
- Michael Jordan is arguably the greatest basketball player of all time.

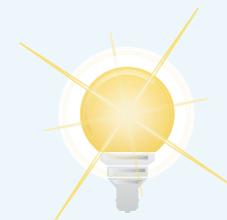
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*Success is the sum of small efforts, repeated day in and day out.*

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**Robert J. Collier**



## RIGHT NOW ACTION STEPS

- ▶ Identify one obstacle that is blocking you from getting the results you want.
- ▶ Create a list of actions you can take to overcome, go around or eliminate that obstacle.
- ▶ Pick one action and DO IT!
- ▶ If that doesn't work, try another ... and another ... and another.



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## INSTANT SALES TACTICS

But they also have something else in common: they **persisted**, even when everything and nearly everyone around them was indicating failure. They refused to give up in the face of adversity and glaring opposition.

- Abraham Lincoln had at least two failed attempts at becoming an elected official and a number of unsuccessful attempts at business. Still he persisted, eventually winning a seat in Congress, and from there became president during one of the most important times in U.S. history.
- Colonel Sanders dropped out of school in the 7th grade, had several jobs, and then at age 40 began providing home cooked meals to weary travelers on his own dining room table next to his service station. Despite the fact that his famous secret chicken recipe was rejected 1,009 times before a restaurant accepted it, in less than a decade, his persistence helped to open nearly 600 franchises across the United States and Canada. Today, the company he founded boasts over 32,500 restaurants worldwide.
- Michael Jordan was cut from his varsity high school team as a sophomore, but he continued to work hard to improve, and played well enough to earn a basketball scholarship to the University of North Carolina. He was the ACC Freshman of the Year, and made the game winning jump shot in the 1982 National Championship. After turning pro, Jordan went on to win six NBA Championships, was named Finals MVP six times and the League MVP five times.

## The POWER of Persistence

Persistence isn't about pounding through the countless brick walls that you will face. It's about realizing that those brick walls can be used to strengthen your dream and your resolve. Sometimes you have to find a way around them, sometimes you have to find the hidden doorway.

The most successful salespeople are persistent with customers and prospects to make sure that the odds don't always fall against them. They will follow up with those who have shown interest. They will check in with past customers to make sure things are running smoothly, and to suggest new possibilities. When they are asked to give someone a call back, they will make the effort. By being persistent, they remain in the minds of their potential clients. This way, making the sale becomes so much easier.

The greatness of any situation, the greatness that you have, is not measured by what is accomplished. It is measured by how many times you pick yourself up and try again to succeed.