



the **sales** consultancy

Beware of the 'P' word

Today I entered 'time management courses' into Google. It produced "about 200,000,000 results" in 0.29 seconds.

And yet time management courses are often a waste of time. Why? Because you know **what** to do. You know **when** you should be doing it. If you're not doing it, I'd reckon it's not about time management at all – It's down to that 'P' word.

Procrastination.

Procrastination – and its twin brother 'Indecision' will tie you to the failure treadmill for all time if you don't sort it! Without decisions - and ACTION to back up those decisions, you will never get the results you want.

Do you procrastinate?

Do you procrastinate? What is it costing you? If you could eliminate it, how great would that be in terms of your job, your business, your wealth, your life?

If you're procrastinating about ANYTHING, do the exercise below. It could change everything!

First, here are some pointers before you start...

- Find yourself a quiet place where you won't be disturbed.
- Give yourself plenty of time to answer all the questions.
- You may feel pretty uncomfortable (I hope so) when considering the consequences of not making a change.
- You will feel completely inspired by the end of it.
- Crucially – DO THE EXERCISE! For goodness sake don't procrastinate on the procrastination exercise!!!

Are you ready to commit to action? Go for it...

- 1. Write down one thing you are not following through on**



2. Come up with ten reasons why you absolutely must change this now

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10

3. What will it cost you if you don't make this change?

4. What will you gain from this change?

5. Why do you know you can absolutely make this change?

6. Create a new association with this change.

Make it perfect for you! Example...if you're not making enough calls you may have an association that not making calls equals less rejection...a new association might be that making more calls equals more chances to develop relationships that generate more sales and all the kudos and success that comes with it.

This is really important. You must create a new association. Don't proceed until you have created at least one!

7. What is your first action that you can do immediately?

Congratulations!

Congratulations! Go and do your first action right now...

This exercise will really get you in touch with the motivation to take ACTION towards what you want.

Another example of **The Psychology of Sales**.

Let me know how you get on.

Until next time.

Leigh

PS; [Click here if you have a fear of selling.](#)

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