



Stop Listening to Your Excuses

I trust you're having a great week as the nation reflects on a terrifically inspiring Paralympic Games (and of course Mr Murray coming up with that Grand Slam victory at last in the tennis!).

Throughout the past few weeks I've often reflected what reasons and excuses the brilliant Olympic and Paralympic athletes would have had to reject to reach their goals and medal winning performances.

Considering their extremely ambitious targets; the sheer motivation levels they needed - and the mental and physical barriers that came their way, surely they were entitled to come up with plenty of reasons and excuses NOT to continue their individual journeys?

How does this relate to the mindset required for selling?

Let me explain. Excuses can be very easy to find when it comes to explaining away disappointing sales performance - and especially when we allow ourselves to go and search for them. The problem is if you focus on searching for reasons and excuses for under-par performance, sure enough you'll end up with a world class list of reasons why you don't have to reach your sales targets!

So - resolve to change...

Take responsibility for your sales results

Let's be clear here - you are not responsible for the recession. You are not responsible for your customers being made redundant, or for their spending budgets being frozen. You are not in charge of every challenge that gets thrown at you as you set about trying to reach your sales targets.

But...you ARE ALWAYS responsible for how you respond!

We can all find an excuse to shift the blame and place it on something or someone else when it comes to sales - but finding that reason doesn't bring you any closer to your sales target. In fact it hinders you.

SO STOP LISTENING TO YOUR EXCUSES - Before you start believing them!

Instead, just keep asking yourself..."OK, so if all that is true...what action can I take to get me closer to where I want to be".

And repeat that question to yourself every time you spot yourself entering the valley of reasons and excuses.

Take back the responsibility for your sales results.
Until next time.

Leigh

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