



Are you Hoping or Expecting?

A quick question to get started...

What actions are you taking to get you to where you want to go?

That's assuming you know where you want to go! So many sales professionals and business owners I come across have lack-lustre goals; "I want to reach target", "I want to achieve the annual incentive or bonus", "I want to progress", "I want more money" and the list goes on.



You can have mere wishes...

...or you can have **dynamic goals** that really motivate you to reach for the stars. When you have mediocre goals - and let's face it, "I want to reach target" is pretty mediocre, you're setting yourself up to be ordinary, not outstanding.

What you really need to be doing is aiming for **outstanding**.

It's wonderful to experience the curiosity and confidence of young children. They believe that everything is possible. What do you think happens between the age of children and teenage years? And beyond?

It's all about expectations

You don't get what you want in life; you get what you **expect**. You start off expecting to achieve everything and in the main you achieve many of those things.

Yet it's the things you don't achieve that start to chip away at your expectations and take you to the mindset of 'better to aim low and not be disappointed'.

I don't know where you are right now on your journey to success but what I do know is that most people that don't achieve the things they want in life have pretty mediocre goals - or none at all!

How often do you start work without clear goals for the day?

What kind of a day do you have if you don't set yourself clear goals?

So ask yourself...

How successful do you really want to be?

What do you really want to achieve?

When do you want to achieve it by?

And bear in mind...

A goal is just a wish until you put it onto action!

So THINK BIG GOALS.

And **expect** to achieve them!

Until next time.

Leigh

results@sales-consultancy.com

PS: Remember to download your copy of "The 9 Biggest Sales Mistakes" HERE

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