



Thanks and Sales

I am going to be redundant this year and write my usual Thanksgiving newsletter. The focus, as always, is on Thanksgiving, thanks and sales. It's that time of year when we sit at the dinner table, gaze upon a huge turkey and give thanks for our many blessings. What we often don't give thanks for, is the adversity thrown at us in business, which can be blessings in disguise. So here goes:

- Be thankful when you have a "pit" at the bottom of your stomach during a sales call. It means you are showing up and trying something new and moving out of comfort zones.
- Be thankful for the tough prospect. They make you appreciate your solid, repeat customers.
- Be thankful for good competition. They prevent you from becoming complacent.
- Be thankful for a tough boss. Their expectation of excellence helps you achieve your full potential.
- Be thankful for being tired at the end of a work day. Many unemployed salespeople would walk a mile in your shoes.

Give thanks for adversity. If you are a good student, it is a great teacher.

November 2005