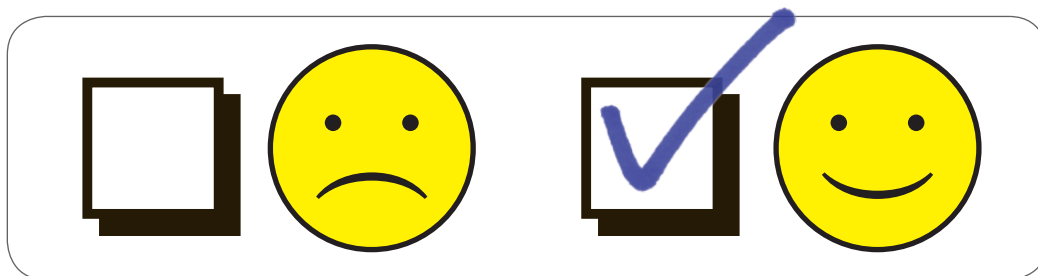


# ATTITUDE IN CHECK



A simple test can show if you have the attitude for success

BY DAN SEIDMAN

**W**ant to get a good laugh out of your kids? Tell them you are going to win a staring contest – with one of their stuffed animals.

I lay in bed, eyes locked on the small, but fierce-looking pug. He was a Webkinz, meaning he also had the power of the Internet.

The world began spinning as I fought to keep my eyelids from flickering. The dryness was the worst part of the contest – as my eyes began to feel as if they'd been rubbed in the fur of the little beast.

Children cheered, but my concentration was so intense, I didn't hear if it was for me, or him.

Then it was over, and my kids began to laugh at my loss. "Dad, you can never win against a stuffed animal. He has no eyelids."

*You can never win.*

That's a nasty thought. Here's a nastier one – what activities during your day are absolute losers? When you sell, which things do you engage in that have absolutely no chance of resulting in a win?

Are you chasing poor prospects? Perhaps you're doing paperwork during time when you can be accessing potential clients? Or are you using old techniques that now rub buyers the wrong way?

Remove from your day the activities that result in a "You can never win."

Do this, and in the blink of an eye, you become a better sales rep.

When I train sales professionals, I spend a great deal of time giving them influence skills that can be used to increase their ability to perform at a high level.

In this stuffed animal story, the lesson is about influencing yourself – something rarely addressed.

Influencing yourself well includes:

- Having a healthy perspective in dealing with resistance and its evil twin, rejection.
- Using strong, truthful self-talk, when things are going well or going south.
- An ability to prioritize activities, relationships and goals.
- Adopting optimism that flows through your day, as well as the people around you.
- Showing a **great attitude**.

Let's look at that last one in detail. You can actually alter and improve people's attitudes. Try this exercise that I

conducted recently at a local office of a major nonprofit, World Vision.

Because the local organization uses the phone to garnish donations, they often hire young people who aren't paid a whole lot, but work hard to support the mission of this charity.

Every day, each person hears "no" dozens of times. This load of resistance and rejection even comes from people who are current or past supporters. How do you help callers to manage all that negativity?

*Create a simple HEART & HEAD CHECK self-test, such as the one below.*

Notice how healthy responses found light at the end of every tunnel. For example, the Fundraising industry response was about people being served, rather than the tight wallets of today's donors.

Print out your responses, put them by

the desk on the walls and see how uplifting this is for anyone walking into the work area. You just branded healthy attitude inside the company.

Reps on the road? They can create and take their list with them. Peek at it as often as needed.


Of course, your checklist will be slightly different, with just three minor changes. It will refer specifically to your industry (such as financial services), your company (by name) and "buyers" perception (rather than donors).

Here's something else to try with this exercise. Email the blank document to each rep; have them re-write it for their marriage, for kids, for family, or anyone they connect with.

Remember, the best learners become teachers as soon as they come across new knowledge. Have them run this exercise

at home, or teach other salespeople, entrepreneurs or association and networking colleagues.

So change attitude by focusing on gratitude. And change it forever by giving your team printed evidence of all the good they encounter and offer each day.

Who will you share this with? When? 



**Get it here!**

**INTERNATIONAL SALES TRAINING LEADER OF THE YEAR 2013** for his work designing and re-designing existing training, in order to significantly increase sales team performance.



**DAN SEIDMAN OF GOT INFLUENCE?** has been recognized as *The Trainer to the World's Sales Trainers* (Wills Turner, CEO of Sales & Marketing Executives International). Dan is a globally-recognized speaker, consultant & sales trainer who has coached and consulted from Vietnam to Venezuela and across the US.

Dan's body of work can be found in **THE ULTIMATE GUIDE TO SALES TRAINING**, a \$44-page encyclopedia of best-practices on every piece of the sales puzzle.

Dan is a **WORLD MASTER'S ATHLETE** with three gold medals playing on the U.S. basketball team. Like all elite athletes and sales pros, he hates losing as much as he loves winning.




For a unique and useful keynote on influence at your corporate event, contact Dan at 1-847-359-7860 or [Dan@GottInfluenceInc.com](mailto:Dan@GottInfluenceInc.com).

Does your sales training truly improve team performance?  
*It's time to re-design!*

## HEART & HEAD CHECK SELF-TEST

Our attitude solution is anchored in this concept: Focus on gratitude to improve your attitude. On a piece of paper, create positive responses to your feelings about ... (sample answers follow).

### THE ECONOMY

Things are hard now, but people really do have more money than they need.  
If someone gives up a case of soda a month, they can help.

### FUNDRAISING INDUSTRY

Tough economy is hard on our industry.  
But fundraisers do good work, helping people who have much less than us.

### YOUR COMPANY WORLD VISION

I work for one of the most prestigious, respected and ethical organizations on the planet and am proud of it!

### DONORS' PERCEPTION ABOUT WORLD VISION

They trust that 10 cents of every dollar goes to running the organization while 90 cents helps the people they see at WorldVision.org and in TV commercials.

### YOUR OFFICE

My work environment is bright and easy to work in, with fun employees, newer computers and phones.

### YOUR BOSS

Larry is easy to work with and really cares about me personally as well as my work role.

### YOUR JOB

I get to interact with interesting people from all over the country and from all walks of life. It's a cool reflection of God's diverse creation, all experienced on the phone.

### YOUR SELF

I landed a job here! It's a lot of work and fun, too. Every day I try to contribute a little more than the day before.