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Lee Milteer is an Intuitive Business Coach, Award-Winning Professional Speaker, and TV Personality who has counseled and trained over a million people throughout her career. Lee is the founder of the [Millionaire Smarts® Coaching Program](#) and is also a best-selling author of educational resources like [Success is An Inside Job](#) and [Overcoming Unproductive Behaviors](#). Find out more and sign up for no-cost success resources at [www.milteer.com](http://www.milteer.com).

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### ***Sales Attitude Adjustment Time***

By Lee Milteer

No matter what your title or profession, anyone who has succeeded in anything is an effective sales person. We're selling our talents, abilities, experience, point of view, beliefs, values, and our enthusiasm every day, in hundreds of different ways. Teachers sell the benefits of learning and the usefulness of knowledge. Scientists sell their ideas to raise money for research. We sell our children the benefits of education, of being a productive and moral citizen. We sell our ideas when we speak or write. We sell our experience and potential in marketing our businesses. We sell our point of view in a conversation or a negotiation process. We even sell our personalities (just the good traits) when we are in social situations or dating. We sell our time (life energy) when we go to work. No matter what you do in life you're always selling in one form or another. Sales skills are necessary survival skills in the real world; and, everyone is in sales, whether they know it or not.

I have met many entrepreneurs who have lost their enthusiasm about selling themselves and their business. After talking with them it's clear that other people's negative portrayal of the sales profession has affected them. What you allow in your mind becomes your point of view of reality. Unfortunately, the media likes to portray business people and salespeople in a negative light.

It is up to each one of us to reverse the negative perception of the sales process and the way society views salespeople, one person and one sale at a time. We can do that by revamping the way we perceive ourselves and then, our interactions with others. If we're proud of ourselves we can improve our own prosperity and help others more. Isn't that the reason we're in business?

The bottom line is that you will never be really good at sales unless you start to see your profession with the respect and honor it deserves. It's time we acknowledge the importance of sales and allow ourselves to appreciate our contribution. We are adding our life energy, our knowledge, and our products and services as a contribution to the well-being of other human beings and companies.

Ask yourself right this second: do you like your profession? If not then ask yourself: what parts of my job do I focus most of my attention on? Is that negative self-talk serving you? What you focus on expands so for the next 21 days your homework is to pay less attention to the things you don't like and focus on what you do like. Change your attitude and you will change your outlook and results!

If you have not read my book: *Spiritual Power Tools for Successful Selling* I must suggest this book will change your view about the importance of sales and how you as a salesperson relate to your customers, clients and patients. Dan Kennedy wrote the back page and said: "This book challenges you to think differently, to engage in deeper thought about what you do in life. Lee's assertion that a new model for selling appropriately focuses on relationships, not deals, is right on for the future."

In closing, ask yourself:

- What is your self-talk about sales?
- How do you think about salespeople?
- How have you sabotaged yourself in the past making a sale?
- Who are your role models in sales?
- How can you improve your attitudes about sales and if you did improve your attitudes would you enjoy more sales?