

Lee Milteer's Millionaire Smarts® Coaching Program Characteristics of Top Performers

Lee Milteer Interviews Steve Clark

III. Is it Time to Quit?

Dear Millionaire Smarts® Members,

Our focus this month is on Sales and the Characteristics of Top Performers. As Steve Clark talks about in our interview this month, you really have to make the decision to commit to your business if you want to do well and go to the next level. If you want to improve where you are, you have to “make a commitment and embrace the idea that [you’re] going to get really good at sales.” This is fantastic advice for all of us—and it applies to sales, to business as a whole, and really anything you are wanting to achieve. Steve talks about how he spent 16 years in sales doing alright. But it wasn't until he made a commitment to thrive that his income increased 700 percent in three years.

In Steve's report that follows, he asks the question, “Is it time to quit your sales job?” He offers some eye-opening questions for reflection and I encourage you to really think about how they apply to you in your business. The following report is for your personal use only. No reprint permission is granted.

Is It Time To Quit Your Sales Job

By Steve Clark

Selling today is more difficult than it has been in many years. The current economic reality is making it more difficult to extract money from buyers. If you are like many salespeople, you find yourself working harder, putting in longer hours and having to see more prospects in order to get the same results you're getting just a few years ago.

Unfortunately, it does not appear that this current reality will change anytime soon. In my sales training and sales coaching, I am teaching my clients that if they are to succeed they must become upgrade their skills and become better at their chosen profession. Anything less will produce mediocre results which will eventually result in them leaving the profession - usually not by their choice.

Selling is the most difficult profession in the world and most every sales professional questions whether they are in the right profession when they are experiencing a slump.

In the last few years, I have had numerous conversations with salespeople who are considering leaving the profession. If you are one of those salespeople who are questioning whether you're in the right profession, there is an old Bulgarian proverb that says it best, “if you wish to drown don't torture yourself in shallow water”. In other words, if something is going to die, kill it quickly.

Perhaps it is time to throw in the towel and get on with your life. Maybe sales isn't your cup of tea.

Before you throw in the towel, you need to realize that becoming a sales master takes a minimum of 2 to 5 years of intense sales training, study and practice. Anything less will not equip you with the skills that you need to become successful. If you have been in the selling profession five years or more and your sales have stagnated, and you are going backwards it may be time for you to upgrade your selling skills or make a change in your profession.

Next time you are having one of those 3:00 AM heart-to-heart sessions with yourself wondering whether it's finally time to get out of the sales profession ask yourself these questions:

1. Are you really devoted, committed and passionate about becoming a consummate sales professional or are you simply hanging on because you're afraid or unwilling to change?

Face it; most of us don't like making hard decisions because we are just plain afraid of change. We resist change and will not usually change until forced by external circumstances to do so. If you find yourself in the state of mental constipation, take control of your life and make a once and for all decision to get in or to get out of the sales profession.

2. How have things been generally going? Are you simply in a slump or is this one failure in a long series of failures?

Are you excited and passionate about what you're doing or are you simply going through the motions hoping something will change? If things are stagnant and they've been stagnant for a long time is this really what you want for yourself? Have enough guts to ask yourself the hard questions and be honest about your answers.

3. Are you learning, improving and growing?

If you are not learning and growing or engaged in sales training that will help you improve your skills your future does indeed look bleak. If you aren't willing to invest time, money and energy participating in sales training that will help you improve your skills and become more competitive in this new economy, you will be out of business in a few years. Quite frankly, if that's where you are, you need to get out of the sales profession immediately because you will never be more than mediocre producer.

4. What is the cost of your current mental state?

Pessimism, depression and anxiety are time and energy thieves. If you weren't wasting this time and energy what could you be doing to move your life along?

5. How is your mental state effecting your family and friends?

What kind of emotional cost is this exacting on your loved ones? How much longer can they handle the stress? Are you willing to subject them to continued stress?

6. Get Real.

Take a good hard look in the mirror and ask yourself whether you have a truly reasonable chance of succeeding in the sales profession. Are you in the right industry? Are you working for the right company? Is the market place willing to embrace what it is you're trying to sell? If the answer to any of these questions is no, maybe it's time to make a tough choice, hard as it is, and get out and go do something else that you can be successful at.

7. Are you having fun?

Life is too short to engage in activities and relationships are not uplifting and inspiring. And as Tony Robbins says, "a life without passion is a life not worth living". Do you have passion or are you as Thoreau said, "living a life of quiet desperation"?

Think on these things and have the guts to make the hard choices to take control of your life. If you stick your head in the sand and refuse to make hard choices and take control of your life, one day you will look back and regret that you did not do so. What a shame that would be.

Go to www.newschoolselling.com to find out more about Steve Clark and Sign up for your Free Gift—Steve is offering a Free copy of his new book: *Profitable Persuasion—Proven Strategies for Sales and Management Success*.

Homework from Lee:

As you were reading, how did you feel about Steve's questions? Did you get excited and enthused about your business and re-affirm that you're on the right path? Or did raising these questions bring up a sense of unease or dread?

Your homework is to think about how Steve's questions apply to you in three ways:

1. **You and your business in general**—have you gotten lazy about your business? Have you lost your enthusiasm? If so, what can you do to revitalize your energy toward your business or make the necessary steps to move on?
2. **Your attitude about sales in your business**—how do you view sales in your business? Are you enthusiastic or lackadaisical? If you're taking a half-hearted approach, you're probably not getting the best results. Try shifting your attitude about sales in your business and see how your income improves.
3. **The attitudes of your staff and salespeople**—do you have staff and/or salespeople who aren't a good fit for your business or who have mentally checked out? If so, it's time to be proactive and do something about them. If they're good staff but are in a slump, how can you encourage them out of it? (Share this report). On the other hand, if they don't care about your business, it's time to replace them with someone who does.

Your Mindset and Performance Coach,
Lee Milteer

P.S. How to Access the Millionaire Smarts® Membership Site: Go to www.milteer.com and put in

your code for the month at the top of the web page on left where it says COACHING SIGN IN. It will take you to the private and password protected Millionaire Smarts® Coaching membership site.

Remember, on the membership site you can download the interview for your portable devices, a transcript of the program, and all four reports. You'll also find Free Bonus reports from me, Dan Kennedy, Phone Sales Doctor Chris Mullins, Newsletter Guru Jim Palmer, Health and Fitness Coach Joe Carabase, and Leadership Coach Kevin Eikenberry. Share these valuable reports with your staff to improve your mindset and profits.

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