



# Attitude Altitude

## Keeping Your Tank Full

*By: Steve Brainerd, Founder & President of Durham Group, Inc.*

While participating in a *Business Ledger* Forum recently, a question came up regarding attitude control: Here is the question: "When selling, how do we keep our attitude positive and resilient, even on the most frustrating days?"

That reminds me of a question someone asked me long ago: "How many successful jumps does it take to graduate from paratroopers school?" Answer: Every one of them! Along the same line, what should our attitude level be when selling? Did you say on full? You guessed right. When I think of the top-performing salespeople I have worked with, it is amazing how they all incorporate the same fundamentals. Here is what I have observed:

**Vision:** Why do you want to make more income? What would it mean to you? Keep asking this question until you find the answer. You will, and what you will find is what you really want. This could be more time with your family, paying for your kid's college, a retirement home. We all have our own personal goals and vision. Knowing these is important when our attitude or focus is threatened.

**Know your strengths:** Top producers know their strengths, and they use them. If you are skilled in front of groups, you would probably benefit from having consistent program and workshop activity in your business plan. If you are better one-on-one, going to events such as luncheons, mixers, and business after hours would be profitable activity. Do you play golf? List your strengths, and weave them into your strategy.

**Believe your product or service is the best:** Do you believe your product or service is the best? If you don't, change your attitude—or change hats. In this intensely competitive business environment, our enthusiasm has to be 100%. (Remember the paratrooper example)

**Proclaim your rarity:** If you believe your product or service is the best, can you tell me why? Knowing how to do this can have a huge effect on our enthusiasm level. Here is an exercise you can do to work on this: Take a sheet of paper, and in the left hand column, write down all the facts and features unique to your product or service. These are things you can say that your competition cannot. On the right hand column, write down the benefit for each fact. For example, "We guarantee delivery in 48 hours. This means you can be confident your order will arrive in time so your business won't be disrupted" Keep working on this list until you come up with 20 facts and benefits. Then, memorize them so that you could spout them off rapid fire if I asked you to. Of course, you would probably not do this with a prospect. The goal of the exercise is to build greater enthusiasm for your product or service.

**Putting it all together:** Plan your day, work your plan, and when your attitude or focus takes a dip, take a time out and re-connect with what you are doing, and what it converts to: The fulfillment of your vision and dreams!

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