

Your Motivational Glass

Are you a half full or half empty kind of person?

I don't like that question. Mainly because we can all be both. I've met people who I would definitely describe as being optimistic and those who are definitely pessimists but try as we might we're not always one or the other. To continue the analogy, our optimism or pessimism tends to come from whether we're drinking from the glass or pouring into it. If we're drinking from it – it's half empty, if we're pouring into it – it's half full. In other words if things are going well, we become optimists and if things aren't going so well, we become a lot less optimistic.

Sales people, more than anyone else in the office environment, experience these ups and downs on an almost daily basis. When we get a good sale, we're on top of the world and when we miss a good opportunity or a sale we thought we had gets away we want to swear at Dorothy the Tea Lady or find a cat to kick!

Not only does optimism make your day a lot more enjoyable but it also boosts your motivation, which of course results in you doing more work, speaking more positively to people, having more confidence and will – believe it or not – mean you achieve more sales!!

So, we need to ensure that we are always pouring into our motivational glass, rather than drinking from it. (Please remember that the metaphorical glass is not of my creation!). On a day when things are going well, you're okay, sales are coming in, you're half full already. On days when things aren't going so well you need things around you to keep you optimistic. For instance, I keep all my client's cards on the wall above my desk. This reminds me of the good work I've done with clients, who have enjoyed working with me and benefited from the work I've done with them. This way, although I might be selling to someone who refuses my services, I'm always reminded that there's a good number of people who have said yes and helped me drive my business forward as I have theirs.

Placing your goals above your desk can also work, the next car you want, your next holiday, something else you aspire to and know that it's worth working really hard for. (A pair of Jimmy Choo's, ladies). Although, it's nice to have pictures of your partner and the kids on your desk, this probably doesn't work in quite the same way. 'I'm doing this because little Jack needs braces', isn't going to produce the optimism we're looking for. Think of your realistic dreams and keep them in your focus.

Last time we discussed targets. You could place your best week, month or quarterly results above your desk. This will remind you how well you can achieve and give you something to aim for, keeping you busy and distracting you from any negativity you might have been subjected to. All this plus anything else you find that personally drives you will help keep that glass half full and will – just for a change with one of my articles – mean more sales!