

March 7, 2008 Vol. 5, 3a

Special Message:

FEAR OF FAILURE I

Fear of failure is our greatest fear, and the number one reason salespeople fail!

Isn't it ironic, that the thing we fear the most is the one thing that is most likely to destroy us? You would think that, because we fear failure so much, we would take extreme measures to avoid it.

The number one killer of both men and women is heart attacks. Literally billions of dollars is spent on the prevention of this dreaded event. The prevention of heart disease is a full-time effort of many organizations; thousands of doctors and hospitals are dedicated solely to this purpose. And, they're doing a pretty good job actually.

Americans on the whole, are slowly winning the war on heart disease through education, prevention, and treatment. This is good, we *should* fear heart disease, and do everything we can to help prevent it.

Fear of failure can be looked upon as a scourge on mankind equal to heart disease, and every other malady that threatens our lives. After all, what is the cost to us and to society caused by failure?

Think about it. Failure in one's career can lead to broken families, substance abuse, financial ruin, sickness (including heart attacks), loss of self-worth, and in some extreme cases suicide. Fear of failure is easily on a par with alcoholism and drug abuse in the toll it takes on American society. Failure is not something to be taken lightly, and it surprises me that there is so little done about the problem.

Maybe it's the way we as Americans look at career failure. "People who fail are just losers!" "They deserve what they got - they're lazy!" "I'm glad they're gone - now we'll have a better sales team!"

You get the Idea.

Well, over the years, I've seen many people fail at a selling career, and the tragedy of this is that most of them failed because they didn't conquer the simple fear that they would fail.

In my next special message, we'll talk more about the fear of failure.

Good selling,

John White