

April 11, 2008 Vol. 5, 4a

Special Message:

CONQUER YOUR FEAR OF FAILING

In conquering the fear of failure, you must first recognize that failure exists only in your mind. That's right, there's no Great Scorekeeper out there who records all your mistakes, matches them up against your short list of victories, and officially declares you a "failure."

No, you do this to yourself, and you do this because you take your missteps personally, you internalize them and they add up until a point is reached where you're convinced that "yes indeed, I am a failure!"

So, your first step in conquering failure is to stop personalizing your mistakes, and start looking at them differently. Instead of saying to yourself "I failed," say instead "I learned something." Then take some time to analyze where you went wrong, and plan a way to avoid repeating your mistake. Remember, everyone makes mistakes, but only the few will learn from them and construct solutions to keep them from happening again.

Failure is a matter of definition. Either you think you failed, or you think you learned something. One way you take your mistake personally, and the other way it's not personal, rather it's an opportunity to learn.

NO LAST CHANCES!

After leaving a sales interview, some people will think to themselves "Wow, this was a golden opportunity, and I blew it big time! Well, I won't get another chance there, that was my last chance."

This is another of those situations where we label ourselves as a failure, and even worse, we close the door on our opportunities. We have a list somewhere in our minds where we check off opportunities, and as the list gets shorter, we become increasingly convinced that we're quickly approaching our final and truly last chance.

Well, unless you're sitting in the electric chair and you've just been given your last chance to speak, there is no such thing as a last chance. Because marketplaces are dynamic and always changing, there will always be chances to connect with customers, no matter how many opportunities you mess up (but if, and *only* if you learn from your mistakes).

Good selling,

John White