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publisher:

[Jeffrey Gitomer](#)

editor:

[Megan Rorie](#)

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an excerpt from Jeffrey's newest book,
The Little Gold Book of YES! Attitude

Positive attitude comes from within.

Positive attitude has nothing to do with what happens to you. It's what you do with, and how you react to, what happens to you.

Positive attitude comes from your ability to process thoughts in a positive way, regardless of the circumstance. And it's never 100%. That's why, in spite of your determination to be positive at every moment, there are highs and lows based on your thought process and your vulnerability to others.

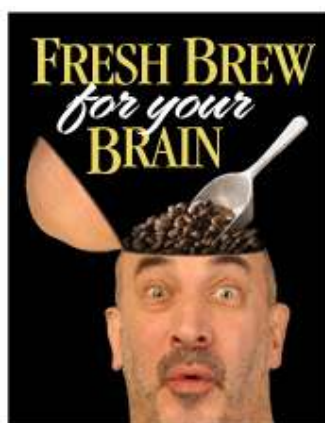
Here's the good news: The more you work on your attitude, the less vulnerable you become to the negative aspect of it.

The most interesting aspect of attitude is that "instant" only applies to the negative part. Someone can make you angry (negative) in a second, but it can take years to achieve the positive. Positive attitude comes from your own thought process combined with your determination to stay in the right frame of mind. It ain't easy to get there, but it's worth it once you do.

The YES factor...

Picture in your mind the feeling of crossing the finish line first, or winning a ball game, or completing some big task, or making a sale, and at the end making some gesture of triumph like raising your fists in the air, and screaming, "YES!"

Can you picture it? It's a happy moment, it's a joyous moment, it's a triumphant moment, it's a winning moment, it's a positive moment, and that's why you scream, "YES!" Wouldn't it be cool if every moment of your life was like that? So, what's preventing it? BIGGEST ANSWER: You!



Jeffrey's
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PEOPLE of ATTITUDE and INFLUENCE

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The reason that *YES!* is easier to understand than positive is that *YES!* is an experience that you've had many times. You won the race, you got the raise, your team won the game, you landed the client, and you screamed, "*YES!*"

A large part of attitude achievement is the visualization. It's easier to visualize *YES!* than it is to visualize positive. When something great happens, no one screams, "Positive!" Everyone screams, "*YES!*" That's the difference. That's the *YES!* factor.

There is nothing new about attitude... except yours.

Positive attitude has been preached since the Bible. Every major philosopher, every major theologian, and especially every major personal development expert has preached the virtue of positive thought, positive action, and positive attitude for centuries. Millions of words have been written (and re-written) on the subject.

You would think, with all this information at their fingertips, that everyone (you included) would have a positive attitude. You would be thinking wrong.

[Read the rest of this article](#)



Jeffrey's Sales Rant is a clip from his online training video library.

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"People who are cocky and arrogant say, 'I know that,' and move along. People who are confident and positive ask themselves, 'How good am I at that?' and seek to improve."

Jeffrey Gitomer, from his newest book, [The Little Gold book of YES! Attitude](#)



Your Success Story

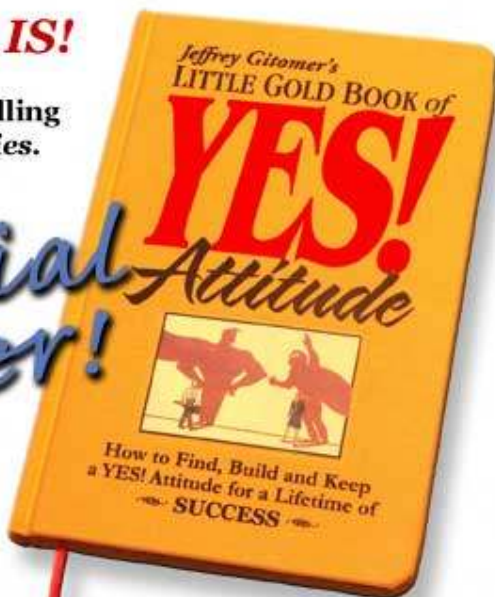
I have read many of your books and one of the things that I take away is the focus on positive attitude. Before any sport I always warm up. This should apply to other areas of life as well. Every morning I give myself a positive attitude warm up. I have a mantra that I repeat a number of times

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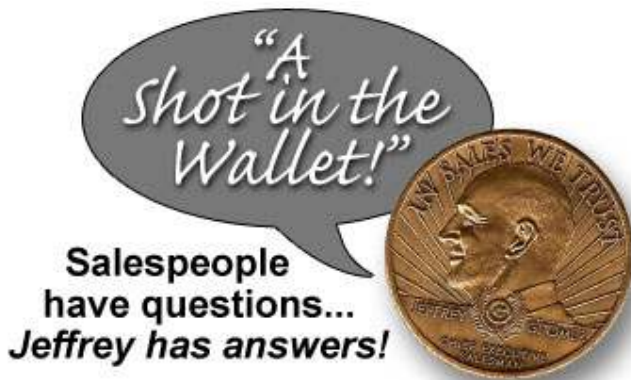
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PLUS: Jeffrey Gitomer's Newest Little e-Book People of Attitude and Influence

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Salespeople have questions... Jeffrey has answers!

Jeffrey,
I read your [wonderful article](#) last week about your past and present becoming your future. Here is my problem: I would love to take the risk to try something new and do something I am passionate about and

every morning to get my mind warmed up and my attitude right where I want it: *I have a great product to sell. I am a great salesperson. I will give 100% every day. I will maintain a positive attitude. I will commit to working as hard as I can. I will do this for me and my family. I will not let anything get in my way.* As I am repeating this, I can physically feel my attitude improving. If something goes bad during the day, I stay mad for a couple of minutes, and then go back to the mantra. I very much feel that attitude drives behavior, and this trick helps me maximize my effectiveness during the workday.

--Jay

Each week, we feature a salesperson's success story. Please send your stories to megan@gitomer.com.



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- [Lacey, WA](#) 04/11/07
- [Cincinnati, OH](#) 06/08/07

love, but I just don't know what that is. I am so passionate about so many things. How do I choose? And I think I would like to write and hopefully be published some day; I just don't know if advice or books coming from a 24-year-old would have as much merit as writing coming from someone like you. I feel like I lack the wisdom and experience. Also, how did you get over the fear of taking a risk, the fear of failing, or did you n! ever have it to begin with?
Jacqueline

Jacqueline,

1. You sure ask a lot of questions.
 2. I never had a fear of failing.
 3. To discover your true passion -- you have to narrow them down. There's a difference between liking something and being passionate about it.
 4. As far as writing is concerned, start now. Just capture your thoughts every day. My friend, Jason Dorsey, is in his 20's and has sold half a million books. Pick up a copy of his book [My Reality Check Bounced](#).
- 4.5 Happy New Year!
Best regards,
Jeffrey

Jeffrey,

Despite my continuous efforts, I have one particular sales rep who responds to inbound telephone sales opportunities and is convinced that the ONLY variable in the customer's decision making process is price. My company sells "value-added service." Our existing customers recognize this, but the new business opportunities that this sales rep responds to have yet to recognize this. Therefore, it's his job to show them. Because he believes it's all about price, he struggles with the "value-added service" concept. My question is: What more do I need to do to show him that price isn't the only factor when customers spend their money?
Chris

Chris,

1. Get rid of "value-added service." It obviously means nothing to new customers. Start thinking "value up front."
 2. If your customers are so happy with your product and your service - why aren't they on video as a sales tool for your weak salespeople?
- Best regards,
Jeffrey

HEY-Check this out!

Every week this month you can hear my interview/podcast with my friend and the author of *Personal Brilliance* Jim Canterucci



JIM CANTERUCCI Interviews



Listen to Jeffrey's **awareness** interview (1 of 4) on Jim Canterucci's Personal Brilliance - Up Close and Practical Podcast. [Click here!](#)

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"The real reason I called you earlier is to tell you the questions worked from last week's lesson. I sent the six questions to one of my Value Added Resellers - they used one, and we are in the process of getting back a \$63,000 deal that we nearly lost to the competition. I must tell you, I am having such a blast with my sales training every week. I wish I had more business associates participating so I can get other feedback and share ideas. In some ways, I almost want to keep it a secret though! Here's how my process flows: I watch the video in my office and take notes on paper. Next, I type the notes into MS Word, then save them into my "Sales Training" folder. I reread and re-watch and learn always. Fun stuff!"
-- Lori Manley

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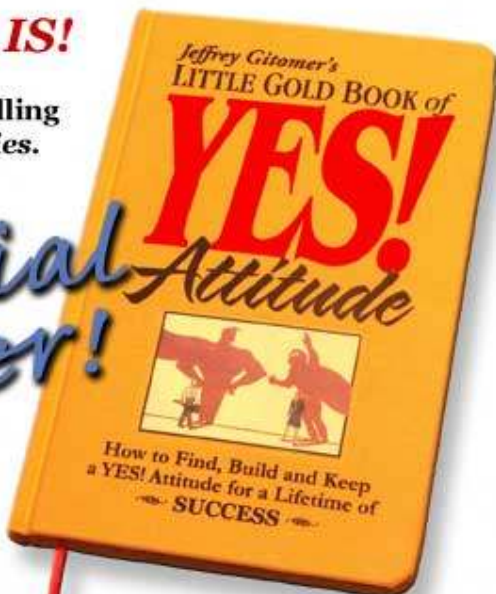


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