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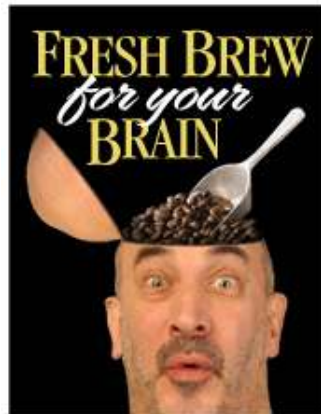
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### Why hire an athlete? Because they know how to score!

Everyone wants to hire the BEST person for the job. I do, too.

Here's a concept: Hire an athlete. It may help you as an employer to make the right choice, or at least a better choice. And it's a reality check if you're an individual striving for a career win.

Are you fit to be hired?  
Are you fit to succeed?  
Are you as physically fit as you are mentally fit?  
Is physical fitness tied to mental fitness?  
Do you think of yourself as a winner?  
And why am I asking all these questions?



I went around my office and asked each person if they ever played sports on a team or competitively. Many said yes. Many had played competitive team sports in college, and most spoke about it enthusiastically and with fond memories.

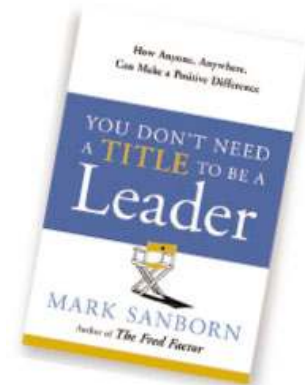
What I found most interesting was that the people who had played sports were among my best employees. Not just based on their job experience. Equally based on their athletic experience, their team experience, their competitive experience, their coaching experience, and their winning experience.

If you're an employer, you may want to look past job experience, and read deeper into athletic experience. It will give you greater insight as to the life skills of a person, not just their job skills.

If you were a competitive athlete, you have qualities and a wealth of experience that most people don't. You have a self-discipline and a dedication to get in shape and stay in shape. Your desire to win is high, and you're willing to give it everything you've got to play and win the game.

Think about that. Employers are always looking for "experience" when they hire. What kind of experience? Me? I look for smart, self-starting, happy people who know how to win. I'd rather have an eager athlete I can train (or should I say, willing to learn), than a know-it-all with ten years of experience that already thinks he knows everything before he walks in the door.

An athlete knows he or she has to warm up before playing the game and is therefore more likely to be prepared for the job, the customer, and the sale.



"Mark Sanborn is a world-class expert in the fields of leadership, service, and personal development -- and has been for the past 20 years. His books, *You Don't Need a Title To Be a Leader* and *The Fred Factor*, are a reflection of his wisdom combined with his real-world experience. The best part about his writing is that the reader is not the only person who benefits. The reader, in the end, takes actions as a result of Mark's direction, creating common sense for the common good."

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Athletes love to compete. Athletes know there are skills that must be learned and mastered in order to win. And athletes have the drive, determination, and self discipline to learn them and master them.

There are other great, but subtle, qualities that athletes have: 1. They have made friends with many of their teammates, but even the ones they have not made friends with, they still know how to get along with, cooperate with, and play with as a team.

2. They have made victory a habit. They know what winning feels like, and how to repeat it.

3. They have stamina, based on practice and desire.

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

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Jeffrey,  
I just moved into a new market and opened two new cellular retail stores. How do I train my employees to understand what I'm trying to accomplish without them feeling used or overworked?  
Sonny

**Sonny,**  
**The simple answer is don't impose your problems into their job. Simply train them on what it is that you expect them to do first. Once they begin to achieve a level of sales that you consider successful, slowly begin to share the big picture. There is one word that exists in the cellular industry that does not seem to have a solution. The word is "turnover." (Which you refer to as "churn." My definition of churn is your inability to keep an employee or customer loyal.) The best thing to do is create achievable goals WITH your people, and then do everything in your power to encourage them to succeed. The rest will take care of itself.**

**Best regards,**  
**Jeffrey**

Jeffrey,  
I am new to the industry and the previous account manager had some high producing accounts. The branch manager took over those accounts after she left, but has not worked them. When I called on them by accident without knowing they were her accounts, I was told by my manager those were her accounts and I was not to call on them. We're losing money here. I'm trying to build up the business because it's as low as it has ever been right now. Do you have any suggestions on how to handle this without hostility or retaliation from the branch manager?  
Deborah

**Deborah,**  
**Meet with the branch manager and her boss and make a decision based on what is best for the company -- not one individual's pocketbook or one individual's ego. Too often in businesses people become too territorial to the detriment of the company. I hope this doesn't happen in your case.**

**Best regards,**  
**Jeffrey**

**have made great strides. I thank you for your commitment to our success."**

**--Jody**

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"Smart salespeople figure out a way to get their company to hire sales support people. Or in many cases -- hire them themselves."

--Jeffrey Gitomer, from his nationally syndicated column *Sales Moves*



*Your Success Story*

I currently work as an advertising consultant for a daily newspaper. My director took me on a cruise to meet the first batch of my accounts on my first day. When we arrived at our first stop, the client was thrilled to see my director walk through the door. At one time, my



## Six Strategies for Self-Motivation

by: Mark Sanborn

(Adapted from *You Don't Need a Title to be a Leader: How Anyone, Anywhere Can Make a Positive Difference*)

Life, like business, is a mix of great opportunities and great challenges. To deal with both, a leader needs motivation.

Motivation is, as the word itself suggests, a motive for action. Motivation is, basically, the reasons for what you do. Knowing what to do and how to do it is an important part of leadership, but only two thirds of what makes any leader effective.

You can do the wrong things for the right reasons and the right things for the wrong reasons, but leaders do the right things for the right reasons.

As I've spoken with leaders over the years, I've often heard them talk about how important it is to motivate others; to keep the fires of passion and commitment burning in their teammates and colleagues.

Leaders help uncover those reasons and provide that motivation for those they influence.

Yet one of the most unaddressed questions of leadership is: Who motivates the motivator?

If the leader motivates others, who motivates the leader? The answer is that the leader motivates himself or herself.

Do you know how to stay motivated? To get a great answer, begin by asking the ultimate question.

### The Ultimate Question

What is the meaning of life?

Philosophers and theologians have devoted their lives to attempting to answer that question. Arguments have ensued and wars have been fought over this question.

It is, indeed, a difficult question to answer.

It is, however, an essential question to wrestle with. Leaders, titled and non-titled alike, need to understand not just what they do, but why they do it.

The key to staying motivated begins with this question:

What gives your life meaning?

I have observed that! two of the quickest ways for leaders to burn out is to stop doing what they enjoy and to move away from the people who matter to them.

The more successful you become, the greater the risk that you'll move into a position that will take you away from doing those things you're really good at doing, and really like to do. You'll also assume a greater



director was the consultant in charge of her account. When I was introduced as her new rep, the client went through the roof! A new rep was the last thing she wanted. My director was empathizing, and I listened. I came back on my own the following week. I sat down in the client's office and we talked. We talked about our kids, favorite vacation spots, how the baseball season was shaping up, and traded recipes. I left an hour later, and I didn't mention advertising at any point in our conversation. On my third visit, I mentioned a book the client might like. It wasn't hard to bond after we spent time talking about life. It turned out that the client had read the book already, loved it, and couldn't believe that I had read it. A month after I was introduced, I didn't have to mention business -- the client proactively asked for it. As a result of the connection, I discovered a new friend and a great client. And now, six months later, the client buys nearly 40% more advertising than before, and I receive at least one referral a month. I went into that situation with the purpose ! of creating a dynamic relationship with my client, and I understood it would take time. Patience is a virtue, but genuine interest is a must.

--Lonnie

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## How do you solve problems?

by: Brian Parsley

workload, and there is a possibility you'll get less time to spend with those you enjoy and care for.

Whenever you start to feel listless and lacking passion, ask yourself, what gives my life meaning? The answer, more often than not, will tell you what you need to do to recapture enthusiasm.

#### Six Strategies for Self-motivation

There are other techniques you can use to motivate yourself.

1. **Renew through relationships** As mentioned above, you should never have to sacrifice friendships and family relationships to be a positive influencer. It should alarm you if you are able to maintain business and social relationships, but fail at staying close to the people who really matter at home.
2. **Take time to reflect** How many lessons do you miss because you don't take time to reflect on what is happening in your life and what you can learn from it? At the end of each day, ask yourself what you've learned.
3. **Dream** Don't let incessant activity push out dream time. While there are those who only dream and never do -- the daydreamers -- there are also those leaders who are so preoccupied with day-to-day tasks that they lose the fuel of dreaming.
4. **Schedule growth-producing activities** The only way to grow your impact is by growing yourself. Growth is always accomplished outside of one's comfort zone. If you only do what you've always done, you'll never master new skills.
5. **Take a nap** I once heard weariness defined as the exhaustion of pleasure. An important clue that you need to get caught up on your rest is when the things that formerly gave you pleasure no longer do.
6. **Shadow other leaders** Learn from leaders you admire. Don't just read about them -- observe them first hand. Find role models worthy of your attention, those who lead in the manner you aspire to lead and those who have impacted others as you desire to influence.

If you want to stay motivated, and help provide positive encouragement and motivation for others, make sure that you have an ongoing program of personal professional development and renewal.

Mark Sanborn is an acclaimed speaker and the bestselling author of *The Fred Factor: How Passion In Your Work and Life Can Turn the Ordinary Into the Extraordinary*. Visit his websites for free resources at [www.FredFactor.com](http://www.FredFactor.com), [www.YouDontNeedATitle.com](http://www.YouDontNeedATitle.com) and [www.MarkSanborn.com](http://www.MarkSanborn.com).



A few months ago, I placed an order for electronic equipment from a national chain store. Since some of the items were special order, they requested that I pay for everything up front.

After eight weeks of waiting, the day finally arrived when they were scheduled to install my products. When the phone rang, I answered, and the voice on the other end was the general manager of the store. He said, "Mr. Parsley, we forgot to order your equipment because we've been busy. So, unfortunately for you, it will be another eight weeks before we get it."

I couldn't believe what I was hearing! I wasn't astonished that someone forgot to place the order. I wasn't even amazed that it would take another eight weeks. But I was blown away by the pathetic attempt the manager made to solve the problem.

[Read the rest of this article...](#)

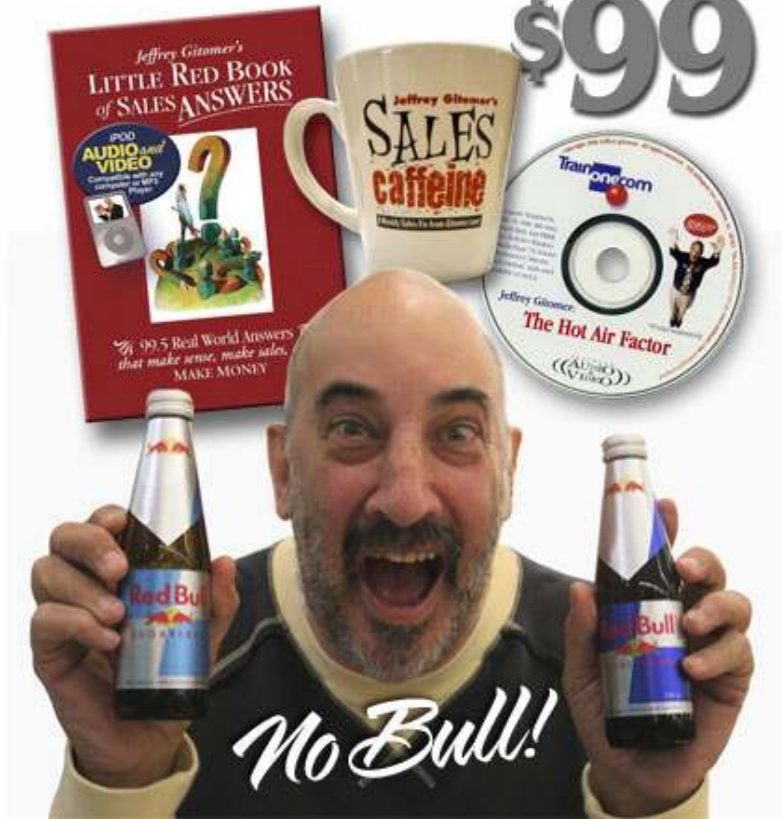


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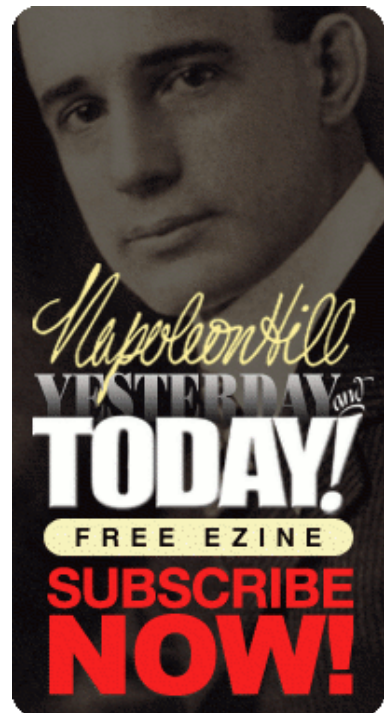
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