

GROWTH Strategies

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A Monthly EXPERT Featured Article from GROWTH STRATEGIES

Dear Stephen,

The 'To Your Success' newsletter is a MONTHLY piece that features a carefully selected Expert Professional with sound, relevant experience to GROW your business!

It is my privilege to introduce to you: **Mr. Bob Beck with Sales Builders.**

To Your Success,

Stephen

In This Issue
Getting Outside Your Comfort Zone

Stephen H. Jones



GROWTH STRATEGIES
Provides "Hands On"
Sales & Marketing
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GUARANTEE!

Getting Outside Your Comfort Zone!

In sales, as in any other aspect of your life, getting outside of your comfort zone is like willingly laying down on the railroad tracks knowing a train is coming.

The term "Comfort Zone" is synonymous with safety or security; freedom from pain, trouble, or anxiety. In fact, most people would rather stick bamboo shoots under their fingernails than move out of their comfort zone.



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But the most successful people embrace and adapt to change. And success requires that you move out of the safety of your comfort zone. Change isn't easy for most people to embrace. **But one thing we know for sure--- change is inevitable. You can embrace it and get on board with it, or you can fight it and be left behind because of it.**

The first step toward embracing change is to make a list. Write down everything that you want to do or improve in your career. Include what you'd like to accomplish, the results you want to achieve, and how you will go about accomplishing them. Identifying your goals and objectives is the first step toward making them a reality.

And the reality is that we need to understand that stretching out of our comfort zone and feeling uncomfortable is the key ingredient to achieving success. Many people use their discomfort as a reason not to break away from old habits. So, they **never** achieve their full potential. Improving sales skills demands that you learn to tolerate discomfort in order to grow and adapt to change in business.

Of course, change is always frightening when we first step out into the unknown. But we can improve ourselves and our lives by meeting, and greeting, our fear head on.

Then push through the fear. Once you've met your fear head on-you'll find it isn't so frightening, after all. **Flex your change muscles by doing something that scares you every week.**

Stop asking yourself:

- **Will I be successful applying a new approach?**
- **What if I fail?**
- **Will I make a fool of myself?**
- **Why is no one else doing it that way?**
- **Do I have the power to try something outside of the norm?**
- **What if...**

Instead, remember these points:

- **Don't let anyone steal your dreams. Dreaming about success is great, but there are millions of poor dreamers. Taking action on just one thought or dream can lead to an avalanche of sales. You MUST act on your dreams.**
- **Sales champions not only operate out of their comfort zones, but thrive on continually pushing their sales efforts in directions that take them outside of their comfort zones.**

- **Expect resistance. Many new sales people give up at the first sign of resistance. Sales champions expect resistance - even strive to create it. Achieve success by breaking through pockets of resistance.**
- **Adopt the mindset of a sales champion. Why? Because ordinary isn't enough for someone who has the mindset of a champion.**

Champions think big. Champions work toward big goals. Champions are focused. Champions are disciplined and ooze great attitude. An average mindset results in average achievements. Think and act like a true sales Champion. Tell yourself day and night that you can, and will, reach your goals. Measure your actions, and be open to try new things.

Whether the company you work for is investing in programs that offer you alternative sales approaches or not, it's your responsibility - and opportunity - to learn and reach higher levels.

Bob Beck is an Author, Keynote Speaker & Certified Sales Trainer.

Visit [Sales Builders](#) for further information, or contact Bob directly at [404.822.9082](tel:404.822.9082) or BBeck@SalesBuilders.com

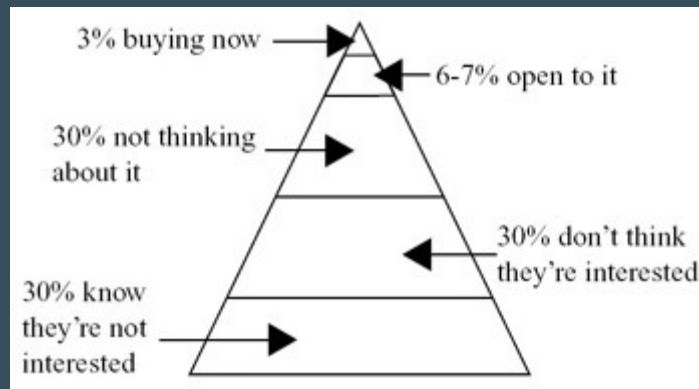


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For help with your writing and editing needs, contact:
E-Mail: LeAnne@WriteOnComLLC.com
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