

## WHY SET GOALS?

Setting goals are important ingredients in career satisfaction and success. In recent years, many studies have focused on productivity. A repeatedly confirmed finding is that people who continually pursue and monitor their career goals are more productive than people who just "work at a job."

Did you know that Abraham Lincoln failed twice in business ventures? He lost two Senate races, and he was defeated in attempts at becoming a legislator, an elector, a member of the House of Representatives, Speaker of the House, and Vice President. He had a nervous breakdown in 1836.

Through all of these misfortunes he persevered. One must say that Lincoln obviously had goals. He must have questioned himself at times, but he used his abilities in setting goals because he believed in himself.

These same principles apply to success in sales. Road maps must be set, goals set and achieved. Goals, when earnestly set and pursued, keep you "keeping on." Goals provide the motivation for success and give direction and channel our energies.

People who are goal setters are generally easy to spot. They have determination, energy and the willingness to put forth extra time and effort into any given task. Being goal oriented helps one become more positive, optimistic, and assertive.

In an interesting survey by *Time* magazine which was conducted a few years back, found that only 3 percent of those surveyed had written personal goals, while 97 percent of the people had no goals at all, or had only thought about them. The 3 percent who had written goals were found to have accomplished much more than any of the 97 percent.

Committing your goals to paper is a necessary step in committing yourself to attaining your goals.

Our culture has taught us that we judge books by their covers. In people terms this means—judging people by their wealth, beauty and their designer jeans.

Of course we need values of sensitivity, patience, thoughtfulness, compassion and inner strength. These inner qualities should be possessed by goal setters. All buildings need strong foundations and this is true in this principle as well. Building a successful sales career is like building a house. Where the inner qualities are strong (foundation), you can continue to rise on each completed accomplishment. If your foundation is weak, it could come tumbling down during a slump in sales.

When you assume you **can't** do something you usually prove yourself right. In sales, negative assumptions can be self-fulfilling prophecies. Such as, "No one will buy from me," "They don't need my product," "They won't like me," "I'm not smart enough," "The economy is bad, people aren't buying." By assuming you cannot sell, you only act in ways that will guarantee your failure.

Awareness begins with evaluating your strengths and weaknesses. A good formula to remember is (Awareness + Beliefs + Goals + Plans + Actions = Achievements.)

Positive thinking works. Self-confidence is the food that feeds our personal growth. Don't compare yourself with others for this comparison can make you feel either pompous or bitter, and neither trait is desirable.

Your belief in yourself can make your goals attainable and can grow like a snowball rolling downhill. Greatness is achieved through small stepping stones.