

Ten Attitudes of Top-Achievers by Brian Tracy

If you think the same way as the top achievers think, you can begin to get the same results they do. Here are 10 psychological and practical ways to mirror the attitudes of top achievers.

1. See yourself as a consultant rather than a salesperson. Believe that you are a problem-solver with regard to your product and how the client can best use it.
2. Become a doctor of selling. Act in the best interests of your “patients” and have a high code of ethics.
3. See yourself as the president of your own sales corporation. Accept 100 percent responsibility for your results.
4. Commit yourself to being the best in your field. Dedicate yourself to lifelong learning.
5. Be ambitious, hungry, and determined to use selling as a stepping stone to the success you want in life.
6. Have integrity. Be honest with yourself and others.
7. Engage in thorough preparation prior to every call.
8. Be an excellent listener; be extremely customer-focused.
9. Have tremendous courage. Be willing to face your fears of rejection and failure, and overcome them.
10. Be highly persistent. Start your workday earlier, work harder, and stay longer.

To make these changes work you must walk, talk, and behave consistently with them every hour of every day.