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# How Positive Thinking Affects Your Sales Career

by BILL BROOKS

**L**ots of salespeople seem to have forgotten, or perhaps have never even learned, the many ways they can improve not only their sales performance, but their life performance as well. The future of your sales career may very well rest on the frame of mind that you have in your daily life. Here are several tips that may help you improve this frame of mind and your future.

- First of all, you should overcome any past negative impact. You need to forget your failures and mistakes. These failures and mistakes should be seen only as stepping stones that you have been fortunate enough to experience and learn from. Salespeople can truly damage their mental state and their sales performance by dwelling on past mistakes. Such practices as continually viewing yourself in a negative light can only serve to put you in a downward spiral.

- A tip that reflects the opposite of the previous one is to build upon previous positive experiences. Concentrate primarily on your past successes and you will feel far more important and positive. By concentrating primarily on your successes and the positive aspects of your past, you will surely feel much more

confident, and confidence will give any salesperson a “leg up” in any sales situation. Furthermore, this confidence can seep into all other facets of your life, leading to an all-around improvement of the quality of life.

- Seeking out “coaches” and “team-members” will only serve to improve your

chances for success in and out of the business realm. Coaches can help build you up, as well as provide you with vital life and job experience that you otherwise would not be able to obtain yourself. Sales team-members can provide you with a support system as well as with a feeling of belonging. Their successes will be your successes, and your successes will be theirs. Having a coach, as well as being a member of a team, can certainly improve your job as well as your home life.

- Becoming obsessed with learning is another excellent tip for any salesperson who is aspiring to improve their future sales performance. “Knowledge is power” has become a cliché, but the validity of this statement still stands. Any serious salesperson should always be looking for that “edge,” and knowledge is always there. You should always be seeking new facts, information and data, and knowing more of these than your competitor will provide you with so much more success. I can promise you that.

- By constantly improving your thinking processes, you will also sharpen your thinking and analytical skills, and in turn you will enjoy more success in the future. Improvement of your thinking skills involves the quick and efficient use of knowledge, which is addressed in the previous tip. If you become obsessed with learning and channel this constant flow of new information through quick and useful thought patterns, then once again you will enjoy a “one up” over your competition. Top-performing salespeople are always seeking new information and are always able to use this information in the most effective manner in their pursuit of the sale. Therefore, if you follow the same strategies as these salespeople, then your future is as bright as theirs.

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- The final tip, and perhaps the most important one, is to incorporate yourself mentally. This somewhat difficult tip means that you should never forget your own long-term goals and aspirations. You should certainly remain loyal and honorable to your current employer, but again, never forget your own long-term goals and aspirations. Those individuals who are the most successful are those who never forget their own goals. By striving for your goals long enough and hard enough, you will eventually reach them and become an envied and admired sales professional.

What's the bottom line? If you are truly seeking to improve your future either professionally, personally or both, there are certain strategies that have proven to serve those who are seeking these goals very well. By overcoming any negative past impact, building upon any and all positive impact, utilizing coaches and team-members you may have in your life, becoming obsessed with learning, constantly improving your thinking processes, and incorporating yourself mentally, you are surely going to be able to improve any aspect of your sales career and life that you wish to improve. The secret to this plan is to work hard and remain committed. There is, unfortunately, no secret to that!



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