

Sales Solutions

Attitude is nearly everything in the world of sales

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by [Andrea Sittig-Rolf](#)

In this edition of Sales Solutions, I will address the importance of choosing a positive attitude if you've chosen sales as a career. Notice I used the word "choosing" rather than the "having" as it relates to attitude, to make the point that a positive attitude is a choice and not something that is beyond your control.

The quote about attitude by Charles Swindoll sums it up nicely: "I am convinced that life is 10 percent what happens to me and 90 percent of how I react to it." What a powerful statement. It puts the ownership and responsibility of how we react to the world on us. This may feel like an awful lot of responsibility, but at the same time, it gives us control over our own circumstances and therefore offers a feeling of empowerment to make a difference in our own lives.

Attitude is a key element for anyone who has chosen sales as a career. If you are a sales professional, you know that having a positive attitude makes a world of difference in your success. In a profession that is conducive to rejection, you must have a positive attitude to be able to deal with the sometimes negative circumstances that occur simply as a result of being a salesperson.

How many times have you lost a sale and then immediately began thinking about what you could have done differently to win the business? The telling factor in your long-term success as a sales professional is your ability to learn from each "lost deal" and correct those mistakes the next time, which is all part of choosing a positive attitude.

It's amazing how far a positive attitude can take you in the world of sales. Attitude is a huge part of what makes up your reputation, and often one of the first things people will notice when meeting you for the first time. It's easy to have a positive attitude when things are going well; the difficulty comes in remaining positive when things don't go the way you'd hoped.

Because attitude is a mind-set that reveals itself in behaviors, often acting positive even when you don't feel positive will change the way you feel over time, which means you can change your attitude if you so desire.

Finally, to put a positive spin on the sometimes negative or losing circumstances that occur in sales, just think to yourself, "Yeah, losing stinks, but if it didn't happen every

once in a while, I wouldn't appreciate winning!" or, as Jimmy Dean once said, "I can't change the direction of the wind, but I can adjust my sails to always reach my destination." OK, OK, his quote used the word sails, not sales, but you get the point.

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