

INSIGHT ONE

CHANGE STARTS WITH A LOOK IN THE MIRROR

OLD THINKING

That psychological babble is for wimps. Popeye said it best: "I y'am what I y'am." If it's not good enough, tough.

NEW THINKING

I understand that to grow professionally and financially, I must always take inventory of my skills and shortcomings. Only then will I be able to break through to new levels of revenue and income. Change is constant.

All of these insights are about you. We start here because no change occurs until you admit your shortcomings. Ouch! You thought this book was going to be a way to pass a few harmless hours on the subway, right? You didn't think I was going to demand immediate action, did you? Well, it won't take long, but the impact will be enormous.

As you read this, pretend you are with me in one of my workshops. I'm going to ask you the same open-ended questions that we ask our clients. The purpose on any first day in our program is to get you to think, talk and write

SAME GAME *NEW RULES*

about the challenges you have in selling that cost you money. The intent is not to make you feel bad or cause you

To see what is in front
of one's nose requires
a constant struggle.

GEORGE ORWELL

to be upset. There's enough of that in the marketplace. My intent is to help you make you even better.

Put simply, if you can't admit your problems and are not willing to invest time in continuous improvement, you will never achieve significant growth.

Please answer the questions below. If you are going to be passing this book on and hope for anonymity, then write your responses in your journal or planner. Do write

Traditional methods of
selling are the embodiment
of infringement.

When you infringe
you drive people away.

BILL CASKEY

them, though. There are three important reasons for writing these answers out. First, it allows you to switch your role from being observed to being the observer. This enables you to reflect on you. Second, it brings the awareness of the problem from your subconscious

mind to your conscious, which is where true problems get acknowledged and solved. Third, writing out your answers will crystallize and clarify areas to work on. It has been said, "Words in writing are the windows to our true thoughts."

#1 Right now, as I look at my annual income, I feel

Here you can answer with one word (happy, sad, content, frustrated), but if you were in my program I wouldn't let

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you get away with a one word answer. Take some time here. Tell me about it, where it's been and where it's going. Tell me what you'd like it to be and what you would be willing to do to help get it there.

#2 For me, the most anxious moments in selling happen when _____

Be honest. What bugs you most about the selling process? What bothers you about people, companies, their view of your product or your company—or you? No one will see this. Just get it down on paper.

#3 The main part of the selling process which I would like to be better at dealing with is _____

Now, this can be the same as #2, but I prefer it be different. Perhaps there is one place where you feel anxiety, and yet another that if you had a magic wand, could wave it and make life grand, this would be it.

A C T I O N I T E M

Complete the information above. Put it away for two weeks, then get it back out and read it. Let what you wrote make you a little uncomfortable with your current reality. This will start your transformation.

Therapy is over. On with the insights.
