

**BELIEF**

CARTOON STORY

HI, JULIE, TELL ME HOW COME YOU'RE ALWAYS SO HAPPY, EVEN WHEN SALES ARE DOWN.

WELL, I KNOW IT WILL CHANGE, AS LONG AS I DON'T LET IT AFFECT ME AND I KEEP MAKING NEW CALLS. I JUST ENJOY TALKING TO PEOPLE ABOUT WHAT MY COMPANY'S SERVICE CAN DO FOR THEM.

YOU REALLY BELIEVE IN YOUR SERVICE, DON'T YOU.

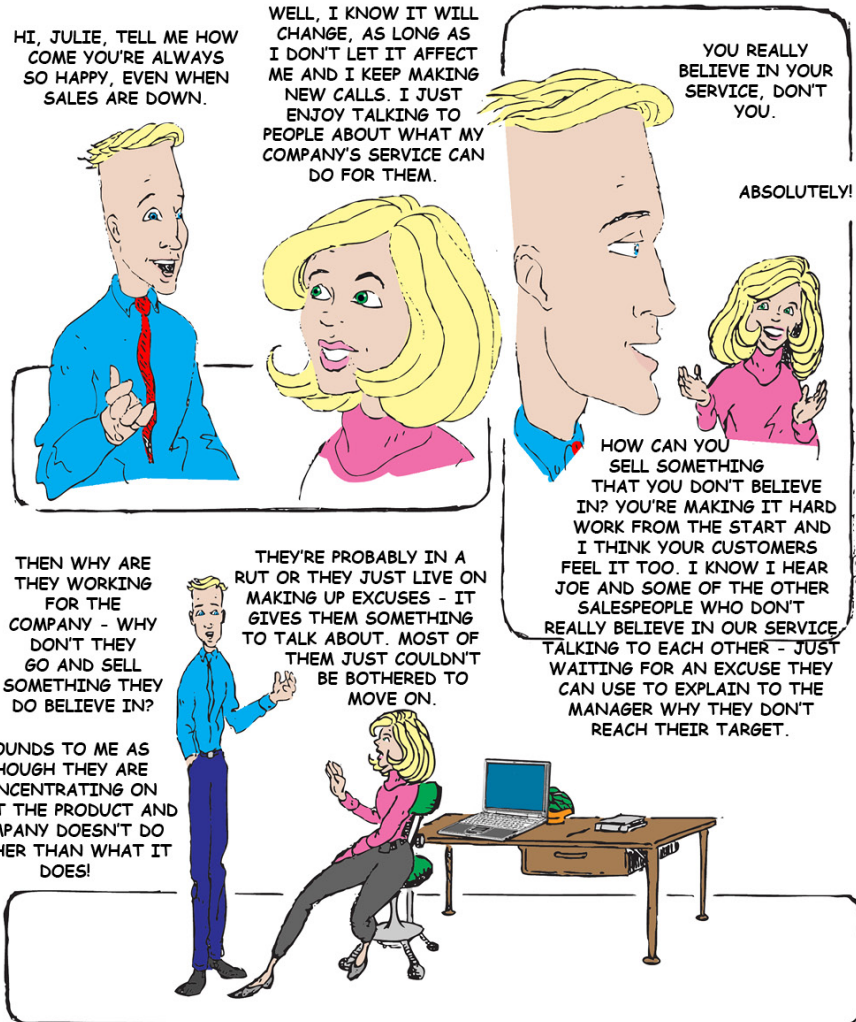
ABSOLUTELY!

HOW CAN YOU SELL SOMETHING THAT YOU DON'T BELIEVE IN? YOU'RE MAKING IT HARD WORK FROM THE START AND I THINK YOUR CUSTOMERS FEEL IT TOO. I KNOW I HEAR JOE AND SOME OF THE OTHER SALESPeOPLE WHO DON'T REALLY BELIEVE IN OUR SERVICE TALKING TO EACH OTHER - JUST WAITING FOR AN EXCUSE THEY CAN USE TO EXPLAIN TO THE MANAGER WHY THEY DON'T REACH THEIR TARGET.

THEN WHY ARE THEY WORKING FOR THE COMPANY - WHY DON'T THEY GO AND SELL SOMETHING THEY DO BELIEVE IN?

THEY'RE PROBABLY IN A RUT OR THEY JUST LIVE ON MAKING UP EXCUSES - IT GIVES THEM SOMETHING TO TALK ABOUT. MOST OF THEM JUST COULDN'T BE BOTHERED TO MOVE ON.

SOUNDS TO ME AS THOUGH THEY ARE CONCENTRATING ON WHAT THE PRODUCT AND COMPANY DOESN'T DO RATHER THAN WHAT IT DOES!



YOU HIT THE NAIL ON THE HEAD, PETE, IMAGINE WHAT A DIFFERENCE IT WOULD MAKE IF THEY ONLY CHANGED THEIR WAY OF THINKING, OR IF THEY REBUILT BELIEF IN THEIR PRODUCT OR SERVICE BY CONTACTING HAPPY CUSTOMERS, REMEMBERING HOW ENTHUSIASTIC THEY WERE WHEN THEY FIRST STARTED TO SELL THEIR PRODUCT OR SERVICE. I READ ONCE

THAT IF YOU BELIEVE IN ANYTHING, YOU SHOULD THINK ABOUT HOW YOU SOUND AND LOOK WHEN YOU'RE TALKING ABOUT YOUR BELIEF.



WHAT, YOU MEAN WHETHER IT BE YOUR PRODUCT, OR FAMILY, OR RELIGION, OR MAKE OF YOUR CAR?

YES, THEN WHEN YOU REMEMBER THOSE FEELINGS, MANIFEST THEM IN YOUR MIND AND CARRY THEM OVER TO YOUR PRESENT SITUATION. THAT WAY YOU CAN NOTE THE DIFFERENCE IN YOUR ATTITUDE BETWEEN HOW YOU WERE SOUNDING AND HOW YOU SHOULD BE SOUNDING.

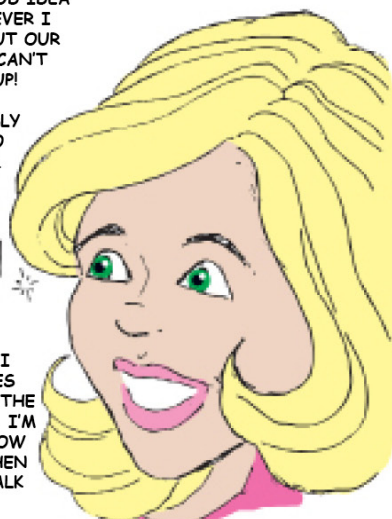


SOUNDS LIKE A GOOD IDEA - I KNOW WHENEVER I GET TALKING ABOUT OUR PRODUCT I JUST CAN'T HELP LIGHTING UP!

AND THAT OBVIOUSLY COMES ACROSS TO YOUR CUSTOMERS.



YES, IT MUST. I KNOW JOE LOVES AND BELIEVES IN THE MAKE OF HIS CAR. I'M GOING TO SEE HOW HE RESPONDS WHEN I ASK HIM TO TALK ABOUT IT.



GREAT! AND WHEN HE RESPONDS, TELL HIM TO REMIND HIMSELF OF THOSE FEELINGS WHEN HE IS PRESENTING HIS SERVICE!