

me feel good. And what's more, I always seemed to arrange more demonstrations on Monday than on any other day. But the trouble was that little of Monday's inspiration carried over to Tuesday and the rest of the week.

"Then I got an idea. If the sales manager can pep me up, why can't I pep myself up? Why not give myself a pep talk just before I start making those phone calls? That day I decided to try it. Without telling anyone I walked out on the lot and found a vacant car. Then for several minutes I talked to myself. I told myself, 'I'm a good car salesman and I'm going to be the best. I sell good cars and I give good deals. The people I'm phoning need those cars and I'm going to sell them.'

"Well, from the very beginning this self-supercharging paid off. I felt so good I didn't dread making those calls. I *wanted* to make them. I no longer go out on the lot and sit in a car to give myself a pep talk. But I still use the technique. Before I dial a number I silently remind myself that I'm a top-notch salesman and I'm going to get results, and I do."

That's a pretty good idea, isn't it? To be on top, you've got to feel like you're on top. Give yourself a pep talk and discover how much bigger and stronger you feel.

Recently, in a training program I conducted, each person was asked to give a ten-minute talk on "being a leader." One of the trainees gave a miserable presentation. His knees literally shook and his hands trembled. He forgot what he was going to say. After fumbling for five or six minutes, he sat down, thoroughly defeated.

After the session, I spoke to him just long enough to ask him to be there fifteen minutes early at the next session.

As promised, he was there fifteen minutes ahead of time for the next session. The two of us sat down to discuss his talk of