

Attitudes of Success Profile

Use this profile to examine your own attitudes or those of salespeople reporting to you. It will help identify specific attitude gaps and suggest steps to take to fill those gaps so as to maximize sales performance.

Instructions

Please print a copy of this profile and then fill it in by selecting one of each pair of statements. These are called *forced choice* statements, meaning that they are designed so as to require you to choose one or the other. Sometimes the choice is difficult. Perhaps neither sounds like you, but still, one is closer to how you feel or behave than the other. So just choose the one that fits you best. Then go on to the scoring and interpretation sections.

Attitudes of Success Profile

(Select one of each pair and circle the corresponding letter.)

a	I often find ways to postpone or avoid a sales call or other difficult marketing task.
b	I tend to get the hardest calls and projects out of the way first.
c	When I make a successful sale, I like to take some time out to celebrate before trying to do it again.
d	I feel energized by a success and quickly go on to the next effort.
b	I try to end difficult, unpromising customer interactions as quickly and gracefully as possible so as to be able to move on to a more profitable one right away.
a	I spend a lot of time recovering from a difficult or unsuccessful customer interaction.
d	I like to give myself a little reward when I have an especially successful day.
c	I like it when luck is going my way and several sales calls in a row are successful.

f	I feel like I can definitely make a sale when I have to.
e	It is often hard to understand why some sales calls go better than others.
e	You rarely know when you approach a customer whether they are likely to purchase or not. So much depends on how they feel at the moment.
f	You can predict when someone is going to make a purchase quite easily.
a	It's natural to question your ability when a big sale falls through.
b	It's usually just a case of poor timing or talking to the wrong people when a sale falls through.
f	Getting people to do the right thing depends on ability, not luck.
e	It's hard to plan in business because things are so unpredictable.
c	A lot of luck is involved in successful sales and marketing.
d	People who seem lucky in business are those who know how to make their own luck.

Now review your results and count up the number of a, b, c, d, e and f answers you circled. Enter these totals in the Interpretations & Actions table. You can have from 0 to 3 of each letter. If you have 2 or three of a particular letter, then focus on it in interpreting your results. The advice in that row of the table should help you improve your attitudes and achieve a higher level of sales or marketing success.

Interpretations & Actions

(Focus on the rows in which you have the highest number scores.)

Number of answers by type:	These answers are associated with:	To work on this area:
___ “a”s	Allowing anxiety or fear of failure to spoil your confidence and make you avoid challenges. Generalizing from one failure or problem. (Explaining failures poorly.)	Work on how you talk to yourself about failures. Don’t blame yourself! Identify the specifics of the situation or prospect/project that make it uncertain or difficult. Recognize that these don’t extend to other tasks on your calendar. Also, make sure you mix up tough calls or projects with ones you know you can ace so that you have an appropriate mix of positive and negative feedback.
___ “b”s	Taking a positive, confident approach to challenges. Not letting uncertainty or past failures sap your optimism. (Explaining failures well.)	Keep up your positive, assertive attitude toward challenges. Make sure that you continue to explain failures by identifying specific causes that you can control and fixing them-- and letting go of external factors you can’t easily control. Consider tackling additional challenges. Your healthy attitude permits you to pursue even harder goals.
___ “c”s	Not taking full credit for your successes. Allowing negative feelings to get in the way of building on success. (Explaining	Watch out for cases in which you don’t get the maximum emotional boost from each success. Remind yourself that, even if it seemed easy, each success was the direct result of your own efforts and initiative.

	successes poorly.)	Also make sure that you are generalizing from specific successes. If you close one sale, then you are capable of closing a thousand!
___ “d”s	Using positive results to energize you and strengthen your confidence. Taking an optimistic view of successes. (Explaining successes well.)	Your healthy, optimistic view of successes allows you to energize yourself by taking credit for the progress you make. Don’t feel bashful about recognizing or even rewarding your own successes. If you don’t recognize your abilities, nobody will! Try to not only maintain but build upon your natural optimism. Seek out new challenges and when you succeed, give yourself proper credit for what you’ve accomplished.
___ “e”s	Feeling that sales or marketing results are arbitrary or hard to control. Not seeing a clear link from your actions to rewards. (Feeling out of control of events.)	Your sense of frustration at not being able to make things go your way is probably partly due to attitude. People who feel more in control of events in their lives tend to be able to get better outcomes, according to many studies. In fact, you can predict success in sales, school, and life in general from measuring how in control people feel. So working on this attitude is a good thing. However, in sales and marketing, the feedback from your actions is often far removed from the actions and hard to interpret. That can make you feel like things are out of your control. To fix that, work on improving your sources of information. Collect more detailed information about what you

		do and what happens as a result.
____ “F”s	Feeling that sales or marketing results are in your to control. Seeing clear links from your actions to rewards. (Feeling in control of events.)	<p>Your feeling of being in control of events in your life is a very powerful asset in sales and marketing, and in business in general. It means you are more willing and able to take charge of events and make things go your way. Nurture this self-confidence.</p> <p>And make sure you collect informative feedback to keep you in touch with the links between what you do and what results you get.</p>