

# Sales Tip!



## Behavior, Attitude and Technique

Whether you are talking about your sales career or your personal life, you achieve success as a result of several interrelated factors which fall under three categories: attitude, behavior and technique. Learning a new prospecting approach (technique), for instance, won't ensure you of more business unless you have a plan for implementing that approach (behavior) and the belief (attitude) that it will work for you.

**Behavior** relates to having a systematic approach to the task at hand or step-by-step plan for reaching goals. Haphazard behavior will not take you closer to success, nor will guesswork or lax standards. Don't let yourself off the hook because you're having a bad day or would rather be playing golf.

**Attitude** has to do with your outlook – the perception you have about yourself, your company, your product or service, and your marketplace. It can be one of possibility, or one of limitation. And, since it's your perception, it's your choice.

**Technique** relates to the application of various skills. It consists of strategies and tactics you use to implement your behaviors.

A successful salesperson realizes that what he or she thinks and feels about the selling process and how he or she behaves during the selling process can greatly affect the outcome of the process. Prior beliefs, judgments and actions that don't support your current goals can sabotage your sales efforts. An attitude and/or behavior adjustment, coupled with proven techniques, can be just the ticket to improving your sales outcomes.

Excerpted from the Sandler training program, President's Club Professional Development Program, Trainer's Guide, © 2000, Sandler Systems, Inc. All rights reserved.

---

## How Important Is Attitude?

We have all set goals which we have failed to accomplish for a wide variety of reasons – some of those reasons are real and some are imagined. We have often missed the mark because we believe we set goals too high. In a moment of enthusiastic wishful thinking, we have stretched just a bit too far, too high, too tough. But did we? Probably not. Here is your proof...

**Attitude is at the top of the Success Triangle** (Attitude, Behavior, Technique) because attitude dominates all of the other functions of success. It's a safe bet that your performance is consistent with the way you view yourself conceptually. Your mindset, or your outlooks, controls your behavior, your use of techniques, your actions, tactics, strategies – everything that determines failure or success in your life.

You take your outlook with you no matter where you go in life. If, for example, you're one of the top producers in your company and you resign tomorrow, wherever you go you're going to reach the top again. You'll get the same training as your peers, and you'll sell the same product or service, and work from the same pool of leads, but you'll outperform most of the others simply because of your attitude. It's so predictable, it's frightening! Attitude determines results, good or bad.

Attitude is never non-existent. It's not like an illness which comes and goes. It's always present. Even in our sleep, attitude can be reflected in our dreams. However, it's when we awake in the morning that attitude shifts into gear and begins to control the rest of the day.

By David H. Sandler. Excerpted You Can't Teach a Kid to Ride a Bike at a Seminar, © 1995 David H. Sandler. All rights reserved.

Sandler Systems, Inc. All rights reserved.



EXCEPTIONAL PRODUCTS, SERVICE AND INNOVATIVE SOLUTIONS

5250-A Naiman Parkway . Solon . OH 44139

010114

1-800-BUY-BOLT . Fax: 631-567-2418 . [www.chromate.com](http://www.chromate.com)