

Separate Mistakes From Self Image

By Joe Heller, High Performance Sales Coaching

"You are not your mistakes." - Dr. Maxwell Maltz

This is HUGE. Gigantic. Dr. Maltz taught that we are mistake makers but also mistake breakers - meaning: we are engineered to learn from our mistakes and rise above them. The productive response to mistakes is simply "course correction".

Dr. Maltz also recognized that successful people get from A to B in a zig zag line of course corrections, rarely if ever in a straight line. But the way people box themselves in is by internalizing their mistakes and dwelling on them to such a degree that they can no longer separate their personality and character from their mistakes. In simple terms, from "I've failed at x" to "I am a failure".

For example, a person who goes broke in his first business and from that concludes "I'm just not cut out to be a business owner".

The separation of mistakes from self (self-image) is what enables high achievers to screw up over and over and over again yet still win more than enough to be celebrated and to become rich and/or successful.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

Dedicated To Multiplying Your Sales;

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