

The Power of Intent!

By Joe Heller, High Performance Sales Coach

Have you fallen into the How To trap? Are you focusing on what to do or how to do it verses WHY to do it? Most people I know who are struggling to stay ahead are focused on the how to dig themselves out of debt or how to make quota. Why is everyone focusing on the How To's when the secret to success is INTENT? The people with the highest INTENT know the WHY. They are dedicated to succeed in the face of all obstacles. Their belief and attitude are unwavering in pursuit of their goals on the way to their vision. They are 100% committed to their vision. For the people with the WHY -- The HOW TO will always show up in order to achieve their vision.

You must realize that your success in life is directly proportional to your INTENT. [Please re-read this sentence again and again] INTENT is the WHY providing you the motivation to propel you forward towards your personal vision, the ultimate achievement you desire for yourself in life. People with INTENT, always fall forward when they fall. The people with INTENT know the WHY and will always employ the people who know HOW TO.

Note: Personal Vision resides at the pinnacle of achievement for your life. It is the ideal (mental image) you have for yourself of what you want to become. A Personal Vision is supported by GOALS (milestones) representing your road map on your way to greater success. Finally, goals are achieved through intelligent (prioritized) ACTION. Your actions dictate how rapidly you achieve your goals.

INTENT is directly proportional to your success! Consider that you are 90% committed to a goal, how likely are you to achieve that goal? 90% right! Does that mean you have a 90% chance of accomplishing the goal? Yes and no. You can still accomplish the goal, however; I will stake my reputation that accomplishing the goal will take longer and won't be as satisfying. Why can I say that? You were not 100% committed which translates into how passionate you were towards the goal. You can only be emotionally fulfilled if you are 100% committed to your vision.

If a baseball player stands ready to hit a ball and gets distracted as the ball leaves the pitchers hands, how likely is he to hit the ball? Not very... The ball is traveling at 90 MPH over a very short distance. And, the next thing we hear is Strike One! In this situation, the batter was not 100% committed to his goal. Why? He was distracted and thereby lost his commitment to hitting the ball. I know, you're saying Joe, that's not fair. A batter can be 100% committed and still strike out. Yes, you are right, however in this case if he were committed he would not have let himself become distracted.

How many times in life are you distracted from your vision? What is your INTENT for success? In sales I run across a lot of sales people who are mixed up about why they were hired. They believe that their job is to maintain relationships and they have forgotten that their job is to sell. They have become farmers and because the economy has turned upside down they believe prospects/customers don't have the money to buy products/services from them. Their INTENT is not to look foolish or embarrass themselves by asking for the order. They've fallen off the 'cliff of ignorance' to their doom sympathizing (commiserate) with their prospect, and failed not to empathize (identify) with them.

It is my personal belief that if a salespersons INTENT were to close business they wouldn't care how they looked, they would still ask the closing question, making the sale. Remember, a professional salespersons job is to get potential clients happily involved with their product or service. That's it! The question is... what is your INTENT? Is your INTENT to bring in business (sales) or not look foolish? Many professionals are simply trying not to look foolish. If your intent is to bring in business how committed are you? What are you willing to do? What are you willing to sacrifice? If your INTENT is not 100% committed to achieving your goals, you've got the wrong goals, the wrong vision.

Note: INTENT distinguishes Massive Failure from Ultimate Failure. Massive Failure is where you try and fail (always learning). Ultimate Failure is where you don't even try (anything under 100% committed). Remember when you started to walk? What would have happened after you fell the first time and you decided that you didn't want to look foolish? Would you be walking today? Or better yet, do you have pictures of yourself sitting in your high chair with food all over your face and in your hair (I do)? How silly did you look? Keep in mind; everyone experiences Massive Failure on the way to accomplishing his or her INTENT.

I challenge you to reassess your life vision today, and remember when your INTENT is strong enough the HOW TO will always appear for you to achieve your vision. Stop whining, find your vision, your true INTENT (purpose) and go for greatness.

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;

Joe Heller, Sales Coach
High Performance Sales Coaching
713.927.4494 :: 1.888.543.5537
joe [at] joeheller.com :: www.joeheller.com

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