

## ~ Tips for Sales People ~

### Train Your Brain

Remember those tests you took in school to test your verbal reasoning skills? They were called Chimera analogies and went something like this: *Moon is to night as sun is to \_\_\_\_\_*. Of course the answer is “day.” Here is another: *Preparing for the big game is to training your body as preparing for business is to training your \_\_\_\_\_*.

Give up? The answer is *brain*. Preparation for today’s workplace require you to train your brain for the grueling challenges of daily business interactions. You already know that skilled athletes must do much more than hone their abilities for the skills of the game. They must also engage in strength, conditioning and flexibility exercises. In these difficult economic times, it is more important than ever that sales people engage in exercises that prepare them for the daily challenges of business.

According to Rick Davis, president of Building Leaders, Inc., recent studies of the past two decades have demonstrated that the brain is remarkably adaptable. The term “neuroplasticity” refers to the brain’s ability to change. This is a key factor for happiness as a person gets older and a pressing issue in today’s challenging world economic downturns and business strife. Here are some exercises Davis recommends to *train your brain* for business.

1. **Understand what causes anxiety.** Negative events are not the things that make you feel anxious, but it is instead your reaction to these negative events. It’s not the economy; it’s your reaction to it. You can choose to remain calm in the face of a storm. Train your mind to see what you can do to adapt to circumstances in life rather than try to change the circumstances.
2. **Keep positive words handy.** Discover what thoughts and words calm you ... and then read them regularly. For some people, it is contemplating the insignificance of a single person’s problems in a large universe. For many, it is faith in God. Some people find that poetry and philosophical words are the best. Unfortunately most people never stop to consider what positive thoughts will work for them. Discover what words *truly work for you* and surround yourself with reading that provides those words.
3. **Focus on the long-term.** The turbulent economic straits of today were not created overnight and no short-term solution will be forthcoming. You will only cause yourself personal anxiety if you follow the compelling urge to create instant sales solutions to long-term ills. Instead keep your mind focused on long-term goals and you will achieve better focus in the short-term.
4. **Do the right things.** Do the daily tasks that will translate into long-term successes without worrying about the short-term results. Keep working hard. Results will come.

- 5. Increase your intentions to help other people and release your expectations about what is in it for you.** Share love with family, friends and clients unconditionally and it will return to you in spades. Focus on helping others and you will achieve all the success you ever wanted.

Based in Chicago since 1998, Building Leaders, Inc. has distinguished itself as the premier sales and sales management education specialists in the building materials industry. For more information, visit **[www.buildingleaders.com](http://www.buildingleaders.com)** or call **773-769-4409**.

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