

If you fail, it's because you've chosen to fail

By Jeffrey Gitomer

Ever hear the old saying, "Failure is an event, not a person"? That statement is half right. Failure is an event and a person.

This is the more important statement: Failure is avoidable.

Here are 16.5 reasons that failure occurs:

1. Being self-defeatist. That's telling yourself why it won't happen, not why it will.
2. Lack of belief in your company, product or yourself. If you don't believe, you can't convince others to believe in you.
3. Limited self-image. This involves needing acceptance without regard to winning. You hope they like you, because you don't like yourself enough to create your own self-confidence.
4. Laziness. You lack the personal sense of urgency needed to create it in others.
5. Failure to prepare. This is most evident in the presentation phase of persuading or trying to get your way.
6. Failure to do your homework. You need to gain knowledge about how your customer or prospect will benefit from your product or service.
7. Procrastination. This involves putting off the homework it takes to be a winner.
8. Saying the wrong thing. Making the wrong comments to the customer, about the competition, about your company, about your product or about yourself is an easy way to lose.
9. Showing greed. This involves trying too hard to close the sale, rather than trying to help the customer benefit.
10. Insincerity. Most salespeople never get this one.
11. Inability to be perceived as trustworthy. Trust is earned through likability and believability.
12. Failure to work your tail off. Many seasoned sales people get out-hustled by a younger, more aggressive salesperson.
13. Failure to follow your own plan. Cutting corners almost always results in a loss of business.

14. Trying to do everything yourself. You have a team of people, a boss and an army of customers all willing to give you help. But you have to ask for it.

15. Making excuses rather than making sales. Excuses are not a reason for failure; they're the scapegoat.

16. Failure to do your best. In sales, second best is first loser. Doing your best requires commitment, focus and dedication.

16.5. Not loving what you do. Nothing ensures failure more than a lack of passion for what you do or a lack of passion for what you sell.

The only good part about failure is that it's an option. Failure to do your best, for example, is making a choice.

And notice I didn't include "got beat on price" as one of the failures. It's one of the excuses.