

Is “Do Your Best” the Best You Can Do?

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People fail in direct proportion to their willingness to accept excuses for failure.

“Do your best” is a metaphor for the mindset to try your best, but failure is OK. Another metaphor, “Do or die,” implies never giving up on success and failure not being an option.

The “do your best” attitude can be an excuse for salespeople who tried selling and weren’t successful because they believe their failure wasn’t their fault — after all, they tried. They think if they just get the prospect to like them, the person will buy from them. I can tell you from experience, this does not work!

Even if you’re professional and knowledgeable, just because they like you won’t make them buy from you. You have about as much of a chance getting the sale as the next person who comes along.

This is why developing a sales strategy is crucial — like a technician needs training, so does a salesperson. You can play golf with potential clients, take them to lunch and tell them all the features of your products, and as a result of all this “trying,” you’ll get some

sales, but what’s it going to take to get more?

You need a step-by-step process to truly understand the buying needs and motives of your prospects. This will give you a guideline for how to present product features in a way that your value proposition outweighs the price.

That’s when you sell more than you lose. And that’s when you become a top 20% salesperson!

What I want you to take from my message this month is

the importance of a “do or die” mindset. Do whatever it takes to grow as a salesperson — learn to seek mentorship, develop a sales strategy and understand your customers’ needs.

If you don’t, you will start to accept excuses leading you to believe failure is ok.

Until next time always remember, if you don’t get the sale, you work for free!

Good luck and happy selling my friends!

