

# Success and Value

July 2024

So, how do you determine success? There are many ways to do it. Success and value go hand-in-hand. The more valuable a person is to a company, the more money a person receives. Someone might say that is not fair, and I could understand that.

There are many ways to determine value. A person might be a valuable member of the family. A valuable son, daughter, mother, or father. A valuable member of the church. A valuable member of the community. There are many ways to determine value. However, when it comes to value in business, it is measured in money. Watch business programs and you will hear and see how the business world determines value. It is money, probably because it is so easy to count.

If a person helps a company make a million dollars, would they be valuable to that company? The answer is YES! Well then, could you become twice as valuable to that company and make twice the amount of money? And the answer, again, is YES! You see, people really don't get paid for their time, they get paid for the value they bring to the company from their time.



Creating the need for security makes for large incomes. There are lots of stories about salespeople who are meeting the security needs of their customers, creating the need for security coverage, and making big dollars doing it. Is this the kind of income you want to make?

Now, before someone takes me to task and says, "There is more to life than a professional career and money," I totally agree! Money is only incidental in the sales process. The exchange of money is the result of some - but not necessarily all - of the sales process. Success in sales is learning the half-dozen or so things that make up 80% of the results and developing the discipline to execute those half-dozen things every day!

Being successful in sales is about winning, setting goals, providing for your family, and most of all - SERVING OTHERS! As Jim Rohn, one of America's leading authorities on inspirational and achievement training, stated: "Set your goals to become a millionaire, for what it will make of you to achieve it." Making your dream income in security sales is possible and it will make a super person out of you because of what it takes to achieve this level.

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