

Breaking Through Self-Imposed Barriers



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We have all learned enough about the business that we know how to reach a level of success that we enjoy, yet somehow we find ourselves hitting production plateaus. Few top producers are aware that their emotional system controls the predictable ways that force them to slow down, spinning their wheels in the office for days or weeks at a time. They keep themselves so busy in low priority activities that they fail to recognize that they are “the problem” and that they are unconsciously sabotaging themselves.

Top producers regularly call our offices and ask for help in moving to the next production level and the one beyond. We also talk to many producers who entered the business with a “can’t miss” label but who for one reason or another not only miss the mark, but also fail. Generally they are as confused as their managers are. Too many of them resign or are forced out by management before they discover that their problems are not only easy to identify but are fairly easy to eliminate.

Even born salesmen will experience quantum leaps in their production when they accept the advice of a performance coach. The traits they learn

should not only bring about greater sales success, but should also enable individuals to experience quantum leaps in their personal lives. Tragically, many top producers have experienced great successes at work and equally great failures in their family lives.

If you are rolling your eyes about working with a performance coach, may I take a minute to remind you that the world’s best golfers use performance coaches? The world’s top tennis players all proudly announce that they could never have won without their coach. Every professional NFL team has used performance coaches since the early ’70s. At least 10 different Olympic teams use psychological coaches.

It appears that the traditional training that focuses on product knowledge and sales training, administrative training, team building and management never account for more than 15 percent of the individual’s potential for success. Indeed, the keys to making quantum leaps in one’s production are found in the psychological arena. I have always wondered why sales organizations either ignore this or, if they do address it, they teach

simplistic strategies that not only fail to solve psychological problems but actually reinforce them and send self-sabotaging messages into the unconscious mind. Research shows that nothing has as great an effect upon increasing one’s production than psychological training.

The methods used to help multiple million-dollar producers hit their marks are the same ones that go into teaching top producers how to stop defeating themselves. This isn’t selling, and it isn’t marketing. It’s life! And believe it or not if you stop and listen for a few seconds you will hear the days of your own life breezing by. Like it or not, you only have so many of them and then it’s adios. You may not want to think about it, but you should get

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everyone of your clients to recognize that he or she only has so many days and many of them are gone and they are not coming back. If you will look closely, you will discover that life that you are allowing to pass by while you are only performing at a fraction of your potential is *your* life. And tomorrow it's going to pass a little faster and the next day a little faster and so on.

If you have been so busy spinning your wheels that you haven't been able to find the time to think about how fast the days, months, and years are passing by, then slow down and evaluate where you are and where you want to go. You may discover that the ladder of success that you have been climbing is up against the wrong wall.

As I have invested most of my adult life in helping other people maximize their lives, I have learned more and more about the defining characteristics and personality traits


of top producers and low achievers.

What are the traits of a peak producer? Why do so few talented producers reach the stratospheric levels of maximum performance? Why do some top producers make and keep their personal commitments as they surpass their financial objectives, while others find it impossible to use more than a fraction of their potential or quit and try a different career just before they were ready to break through their self-destructive barriers?

During the next six months I will be explaining a number of these traits as well as the strategies that you can use to increase your production. If you have any questions, send me an e-mail.

In the meantime, I have an assignment for you to complete during the next month. I could explain the reasons for this assignment now, but I would rather that you have some experience with it before I tell how it will benefit you.

Your assignment is to identify each day the names of three to 10 people who have a connection to you in some way — either now or in the past. Then write a personal note to at least three to five of those people and thank them and be specific. Make a list of the names you write and keep it. Personally, I expect to receive a bunch of them and I hope you receive a bunch of them from others who read this article. But your assignment, like mine, is to identify and then to write to them.

Next month I'll begin breaking down some of these powerful traits that peak producers use regularly. Some of them will already be a part of your daily life, but I'm willing to bet you that if you apply each of these skills you will be amazed at the quantum leaps you will experience in every area of your life. 

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