

Turbo Leadership Systems™

The **TURBO** **Charger**

Phone: 503.691.2867 • Fax: 503.691.5434 • email: admin@turbols.com

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To our clients and friends

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The Importance of Mental Fitness



Larry W. Dennis, Sr.
President,
Turbo Leadership
Systems©



Effective August 28th our new address and phone number:

10195 SW Alsea Ct.
Tualatin, OR 97062
503-691-2867
503-691-5434 fax

"Assume a virtue, though you have it not." *Hamlet* by William Shakespeare, Act 3 Scene 4

The Hard Work of Selling

Selling is hard work. It is one of the most difficult jobs in our economy. As a salesperson, you face continual rejection, potential failure, persistent disappointment, setbacks, obstacles and difficulties not experienced by most people. Selling is not easy and it has never been easy. It never will be easy. To be successful in selling you must be tough as well.

Your Attitude Makes the Difference

In selling, your attitude is probably 80% of your success. Your attitude is the outward expression of everything that you are, and everything that you have become over the course of your lifetime. Your attitude has the greatest single impact on the people you deal with. The development of a positive mental attitude is the indispensable requirement for great success in your field.

Learn To Bounce Back

Psychologists have defined the "hardy personality" as the type of personality that is most suited to the rigors of the modern business world. The hardy personality, the personality you need to develop, is resilient, optimistic, tough, strong, and capable of bouncing back continually from temporary disappointments and defeats.

Respond Constructively To Stress

A positive mental attitude is a constructive response to stress. It is a solution-oriented, objective approach to difficulties you face every single day. A positive mental attitude is expressed as a general optimism toward life and the inevitable challenges of earning a living. A positive mental attitude is the most outwardly identifiable quality of a winning human being, and it is the characteristic most

closely identified with success in selling of all kinds.

Practice Mental Fitness Every Day

To become and remain physically fit, you must engage continuously in physical exercise. To become mentally fit, to develop the kind of attitude that leads on to success and happiness, you must engage in continuous mental exercise. It is a never ending process. Just as you do not achieve physical fitness and then discontinue physical exercise, you cannot achieve mental fitness without working on it regularly, every day, like breathing in and breathing out.

Action Exercises

Decide that, from now on, you are going to respond to all life's challenges in a positive and constructive way. Be tough!

Practice mental fitness every day by forcing yourself to remain cheerful and optimistic in the face of difficulties and disappointments.

Feeling follows ACTION-
If you act enthusiastic you will be enthusiastic!

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Starting in September

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