

ARLINGTON RESOURCES, INC.

Specialists in the Placement of HR Professionals

Sales Success and Goals

90% of people, in direct sales, set goals but never reach them!

Why?

We have seen from surveys, experience, and observations that many sales people set goals for themselves and/or business but never reach them. We want to reach the goal but often seem to fall short.

- Is it a lack of motivation that is keeping us from achieving the goal?
- Maybe our goals are not congruent with our values and beliefs.
- Are the goals too easy or unrealistic?
- Are the goals our own?
- Do we have a written plan on how to achieve the goal?

We need to have clear answers to each of these questions.

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Are You Achieving Your Goals?

Top Performers and the Law of Attraction

(aka The Secret)

The Secret and the Law of Attraction have been circulating the airwaves. A basic summary of the Law of Attraction is that “like attracts like.” The law works by attracting similar forces to each other. If we focus on the positive, we will *manifest abundance* from the universe and positive things will be attracted to us. If we think negatively, we will attract negative experiences and results. There are mystical elements wrapped up in the Law of Attraction.

As if we have a magical power to bring good things in our direction. It is extremely alluring. Is it true?

Yes and no – both! Yes, the truth beneath the mysticism is based in cognitive psychology which has a firm research footing. What people think will drive how they feel and what they do. If a person focuses on the negative it will impact their mood, their expectations and their actions. If an individual chooses to be optimistic and look for opportunity, they will be more positive, open and confident. As a result, they seize opportunity when it arises. In fact, a British researcher found that “lucky” people actually behave differently than “unlucky” people. Those who are “lucky” are more optimistic, open and skilled at seizing opportunities. Lucky people do not have exceptional fortune or magic power; they behave differently and thus get different results. I believe that the Law of Attraction is similar to the idea of luck. If we focus on the positive and seek opportunity we will get better results.

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If this is true, then is Law of Attraction real? Can we attract all good things by thinking the universe towards our wishes? Much to our deep dismay we are not able to wish things into reality. There are endless examples of hopes dashed by painful disappointment. We all know people who have bravely fought illness with great optimism and succumbed. Great positive hope did not stop the force of the disease. Even more, as a group we are completely incapable of stopping natural forces that regularly wreak havoc. If people could truly wish hopes into existence, we could use our will to chase away a hurricane, a tornado or a flood. This never happens! When considered on this scale the overreaching myth of the Law of Attraction is evident. If we live at such a high level of expectation, we are going to be disappointed!



What to do? Top Performer's are anchored in optimism **and** realism. They know the power of their perceptions and will choose beliefs that are positive and productive. They also know that they must correctly manage the realities on the ground. They strategize and adjust to events as they unfold. Top performers continually work for themselves with both optimism and realism. So go ahead, use the Law of Attraction ideas to create positive energy for yourself and use that energy to strategize, plan and build success!

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Success is getting what you want. Happiness is wanting what you get.

– Dale Carnegie

The most important single ingredient in the formula of success is knowing how to get along with people.

– Theodore Roosevelt

Supervisor's Success

Leader and Follower

As a supervisor, you are both manager and managed: leader and follower. Your primary responsibility as a leader is to make sure your group achieves its goals. Your obligation is both to your subordinates and to your superiors. How can you satisfy both? What is your obligation to the company?

It may help to view your obligation to other organizations that you belong to such as community groups, fraternal lodges, or volunteer groups. In most of these cases, you are committed to the organization goals, while many times not having a leadership role. You give of your time, efforts, and even money because you're committed to helping achieve the goals. In return, you receive a feeling of satisfaction. These organizations need you to continue their existence and you need them for gratification of your needs.

You should view your company in a similar fashion, as an organization whose goals you



are committed to achieving. It needs your commitment and support and, in return, it provides a source to fulfill your needs. This is a mature outlook which takes into account the reciprocal nature of most relationships.

The achievement of organizational goals and personal goals simultaneously can become a reality.

- ✓ *Do you know what the organizational goals are?*
- ✓ *Do you know what part you play in the achievement of these goals?*

This is Key to the Supervisor's Success!



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If we do not, we'll probably have difficulties achieving the goals.

- **If it is lack of motivation**, consider evaluating the goal and its results if achieved. Many times we find that the lack of motivation is due to not understanding why the goals are important. Or we find out that it is not important.
- **If the goals are not congruent with our values** and beliefs, we will struggle working towards the goals completion.
- **If the goals are too easy or unrealistic**, there is no desire to attempt it at all. We must find the fine line of setting our goals realistically high. If our goals stretch us enough that after achieving them we are exhilarated, than we have set our goals realistically high. If our goals are too easy we may find ourselves not working towards their achievement because we see little value.
- **If the goals are not our own** we may not see the reason behind the goals in the first place. Evaluate each goal and determine "WIIFM" – *What's in it for me*. We may find that the goals can be achieved by understanding how we benefit from accomplishing them.
- **If we do not have a written plan** for our goals, we will not be prepared for every obstacle that can stand in the way. In this fast-paced world, people are always vying for our time, which can derail achievement of our goals. By creating a written plan for each of our goals, we will have a clear path on who, what, where, when, why, and how we are going to accomplish the goal. People will quickly understand that we are on the path to success.



Goal setting is one of the most powerful sales tools known. It can help us achieve more in less time! It is one of the common denominators of all high achievers.

Crystallizing our goals is the first step to *Success in Sales!*

The key to success in sales is excellence! The key to excellence is planning! The key to planning is commitment! The key to commitment is having a clear picture of your future!

“The world makes way for the man/woman who knows where he/she is going.”

— Ralph Waldo Emerson

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ONE MINUTE IDEAS

Belief

Belief is the knowledge that we can do something. It's the inner feeling that what we undertake, we can accomplish. For the most part, all of us have the ability to look at something and know whether or not we can do it. So, in belief there is power: our eyes are opened; our opportunities become plain; our visions become realities.

“In the moment that you carry this conviction... in that moment your dream will become a reality”

— Robert Collier

ZIPskinny
get the skinny on that ZIP

Enter your Zip Code to see U.S. Census data and comparisons with neighboring zip codes.

The site provides an interesting "first glance" at a ZIP Code area including demographics and social and economic indicators.

ZipSkinny.com was created as a Web development project using Census data obtained from the [Census website](#).

Check it out at www.zipskinny.com

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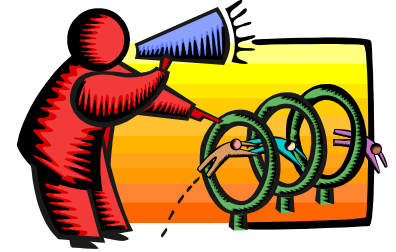
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How Can You Effectively Criticize A Coworker?

One way is to create the perception of a common goal. This is where choosing the right words helps. It's using a cooperative vocabulary. Instead of saying, "Unless you get moving fast on those statistics, I'm not going to be able to get this report done on time," try emphasizing the common goal: "We could get our report done quickly if you firm up the statistical data while I enter the text." Use words like *we* and *our*.

The second way is to show how a peer's performance affects both of you. So instead of saying, "Get to the meeting on time," try something like, "Look, when you're late, it makes you look bad, it makes me look bad, and we don't get the next project. If we're both on time, we do." Now you've made a permissible criticism. You're saying, it is my business, because it affects my job.



A third tactic is to agree with the coworker, but point out that somebody else higher up would disagree. You say something like, "You know, I used to do it this way because it's easier. But when Jack finds out about this, he's going to make you do it over." Now you've aligned yourself with the person.

— Author unknown

You can't let praise or criticism get to you. It's a weakness to get caught up in either one.

— John Wooden

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