

You Have to S.C.O.R.E. More to Win More

Winning is more than goal setting, positive thinking or meditating daily on having a more positive experience in your business. If that is your strategy you may become the best goal setter, most positive, poor loan originator. To win consistently in your business you have to score more than your competition. Scoring isn't just about putting points on the scoreboard or loans in your pipeline, it begins with your frame of mind, you have to hate losing. Winning is what we strive for in sales, and often in life. If there was no prize for our efforts playing the game wouldn't be as fun. I believe that underachievers in any arena of life, are simply too casual about losing. Now, before you say, "You make it sound like winning is everything", what I am saying is "the will to win is paramount". The will to win will impact your participation in any game. The discipline to win at anything comes from you competitive spirit and determination.

You will not be able to get to new levels of production using last year's skills and knowledge; you are going to have to raise your game. Getting better is not an option, no matter how much you accomplished last year. There is no such thing as neutral, nothing more dangerous than yesterday's success. Complacency toward self improvement opens the door for opportunity for you competition. Your competition is just waiting for you to let up. Don't let good become the enemy of great. S.C.O.R.E. is an acronym for what is required to create "total success" in your business and life. Let's look at what each letter stands for:

"S" stands for Smart

There are too many people working too hard and getting too little in return, especially in the loan business. For some it may be that working harder is where you need to start, but for most you have to begin working smarter. You are going to have to improve on your people skills, sales ability, and come up with a better plan. Work on the little things as well, like answering you phone and getting excited about your business. To get more, show up more, with a great plan. Luck favors the prepared mind.

"C" stands for Commitment

To get something you've never gotten before, you need to be willing to do things you've never done before - i.e. new action. Your commitment to anything always shows up through you action. It's not what you talk about doing that is important; it's what you are doing that counts. A great plan must be executed to produce results. The difference between the haves and the have nots, is the word "do". Those that have, do whatever it takes to get whatever they want. Opportunities are everywhere it takes to get what they want. Opportunities are everywhere, its commitment that is a rare commodity.

"O" stands Optimism

Being optimistic about what you will achieve is more than "positive thinking" I know plenty of positive thinking poor people. A genuine optimistic approach to your business starts with believing in yourself, your product and your company. A positive outlook, backed by positive actions, is what is required for you to produce what you truly want.

"R" stands for Resolve

Resolve is about never giving up on yourself. It's about persistence. Children demonstrate a great deal of resolve, that's why they get what you want. Kids have a higher tolerance for the word "no" than adults do. Learn from kids don't take "no" for an answer, keep asking until you get what you want. Most people give up too soon. Don't

stop short of the goal line. You can't be passive, passive salespeople have skinny kids. Success is reserved for the bold. Get unreasonable and you'll get what you want.

"E" stands for Energy

Energy and enthusiasm may be the breaker; they are like an intangible force. Passion sells. When you are operating your business, or life, with high energy, it is unmistakable. It affects how you walk, talk, think, and act. It is like a magnet - what you put out, you get back in return. Utilizing high energy and enthusiasm on a daily basis is optional, a conscious choice you make every day. Keep your head in the game and the body will follow.

The competition is keeping the pressure on, that's why self-improvement is not an elective, it's a requirement.

So, to gain the edge that can get you over the top:

- a) Work smarter
- b) Stay Committed
- c) Be Optimistic, focus on what you can control
- d) Have the tenacity and resolve of a child
- e) Wrap it all up with high energy

Get out and SCORE MORE TO WIN MORE!!!

Keep winning,
Bill Sparkman, The Coach

(Please add this to Bill's Bio = thanks)

Be sure to order Bill's new book "**How to Sell to an Idiot - 12 Steps to Selling Anything to Anyone**" by going to his website www.billsparkmanthecoach.com