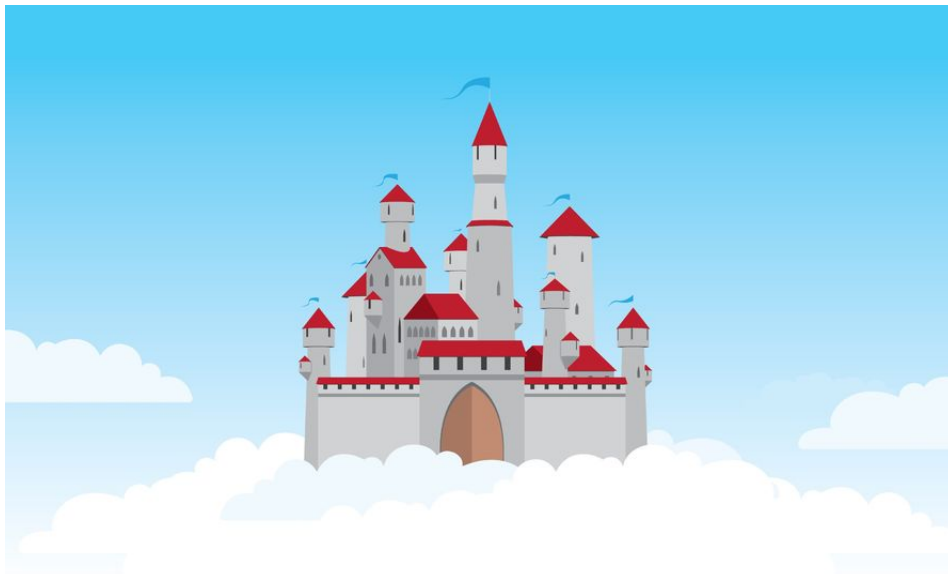




Building Castles In The Air



"If you have built castles in the air, your work need not be lost - that is where they should be. Now put the foundations under them"
-Henry David Thoreau

One of the great skills attributed to all sales people is the unconditional belief that they can achieve against all odds. All of us know that selling doesn't begin until someone says 'no'. There are very few professions in the world where the greatest skill needed is to overcome obstacles, and yet **it is these obstacles that make us, in the sales business, extraordinary.**

The sales profession is therefore not a job. It is not even a career. It is far more than that. **It is in fact, a culture.** It's how we wake up in the morning, it's how we brush our teeth, it's how we speak to each other, and it is how we are.

There are several things that sales people are born with that make it easy for them to live their life in this manner. **They need courage, they need uncontrollable passion, they need extraordinary belief, and most of all - they need empathy.** **We need courage to conquer the obstacles that are continually placed in front of us.** We all learn to love these obstacles, because **without these, we don't have a job. So bring it on, I say! The more the merrier! To [learn more about how to conquer obstacles](#).** Obstacles are like wild animals.

Passion and extraordinary belief are things that allow us to build our castles in the air, and it's the dreaming we do that helps all of us rise above the ordinary. However, our most valuable skill is that which relates to empathy. It was once said by an old and wise Red Indian Chief that **'to have empathy means you know what it's like to walk in another man's moccasins for a hundred miles.'** The greatest of all sales people have masses of empathy, and therefore **know how their customer is feeling not by the words that are being used, but by the thoughts behind the words.**

Listening to why people are saying what they're saying is often far more valuable than getting your message across. Always remember that people are far more interested in how much you care than how much you know.

So as you move into each new day know that it is your job to get “through the traffic”, to “steer through every obstacle”, and to lead by example. Because this is why you have chosen the sales profession. **It is your way of life.**

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