

choosing to win

When you change your beliefs, you can change your mindset.

When someone looks like they were put on this earth to play a certain game, we compliment their physique. When someone is good at what they do, very good in fact, we compliment their technique. But when we stand in awe of some great athlete who just broke the “unbreakable” record, or a figure skater who just recorded some great performance that everyone thinks will stand for the ages, we find ourselves marveling not at the size or shape of their body, or the thousands of hours of practice it takes to perfect a triple Salchow. When we see the great ones perform and we really study them in order to ascertain their great difference, we arrive again and again at the mindset they bring to the occasion.

All things being equal, the individual or team with the superior mindset will, more often than not, win the day.

Mindset is a word that seems to have a real premium attached to it nowadays. Everyone wants a winning mindset. The kind of mindset that Michael Jordan, Tiger Woods or Mia Hamm bring to their work every day. In our own work environments, we witness the Pareto Principle (or 80/20 rule) in every area of the company, but most evidently in sales. Twenty percent of the sales team is usually responsible for 80 percent of the revenue. And the difference between the 20 percenters and the 80 percenters is, again, mindset. But what is “mindset”? And more importantly, what is your mindset?

goals. What are your beliefs?

Underpinning each person’s mindset is a core set of beliefs – about ourselves, about others, and about how the world works, both for us and against us. And these beliefs are backed up by the hard evidence of the experiences we’ve had, both positive and negative, and by the choices we’ve made in life. A belief is a “feeling of certainty” – it is reality for that person. It’s the millionaire who doesn’t see himself as wealthy. Or the



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Chicago Cubs coach who believes the team is cursed. Just as easily, it can be the pole vaulter who thinks he can fly, the Olympic sprinter who thinks she is the fastest woman on earth, and the salesperson who can sell ice to Eskimos. Our beliefs drive our mindset

All things being equal, the individual or team with the superior mindset will, more often than not, win the day.

If you’re like most people, your mindset can go through several different modes and changes throughout the course of a day, from bored to unstoppable – that’s only human. Even the 20 percenters go through it. But 20 percenters have something that the other 80 percent of the sales team doesn’t – a set of beliefs that are advancing their

and ultimately our actions.

Beliefs are the difference between the 80 percenters and the 20 percenters. Those in the top 20 percent have a different set of beliefs in their selling skills. They can sell ice to Eskimos, not because they are necessarily more talented, but because they simply believe that Eskimos need ice.

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The dominant theory is that beliefs cannot change, or can only change over a long period of time, but I disagree. How many of you remember when you first found out that there was no Easter Bunny or no Santa Claus? In an instant, your beliefs changed. Your world view was shattered, and you reached what we call threshold. And you never again believed that a fat man in a red suit was going to break into your house through your chimney to deliver presents to you and your family, taking only cookies and milk in return.

Given the right catalyst, beliefs can change in an instant. Sometimes reaching this threshold can be painful. Finding out that there is no Santa Claus was probably a traumatic experience, but a shift in beliefs doesn’t have to be painful. By having disempowering beliefs pointed out by a mentor or advisor, those beliefs go from the unknown to the known. And once they are in the realm of the known, you are in a position to choose whether or not to continue with a belief that is getting you nowhere fast.

When that happens, when you make the choice to choose what you believe in, rather than simply accepting your past experiences as the leading indicator of your future (sales, net worth, station in life), the bulb comes on. Nothing changes (like territories, processes, tools, etc.), but the results change drastically. Why? Because you shifted your beliefs, which helped you shift your mindset. You chose to win.

Next month we’ll begin looking at the process of how to change the beliefs that are no longer serving you.

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