

AWARENESS IS POWER®

Insights for Business

August 2008

Volume 8 Issue 29

BAYLEY & BENDER, INC
SUCCESS THROUGH INSIGHT!

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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Take Action! The Law of Habit

Have you heard there are turbulent times out there? Have you heard business people saying that weak market conditions or a poor economy is the reason for their lack of success? If you did not read the newspapers, listen to the news and listen to people talking about the bad economy and how difficult times are right now – would you know the difference? Would you be thinking differently? Would you be letting the “economic” excuse get in your way?

Why do some leaders and businesses in every field in the worst economy emerge victoriously in spite of turbulent times? Because they realize that success is not based on the conditions of the world, but on decisions they make and the goals they choose to set and achieve. They have developed great habits and continue to re think, re focus and take action. They have created niches and they take action quickly. As Bob Bender says – “ they make hay while the sun shines”.

Concentrate on Results – not being busy!

What is the law of habit?

In the absence of a specific decision on your part to change some aspect of your life, the natural tendency will be to go on the same way indefinitely. 95% of everything we do is by habit. 95% of your success will be determined by your type of habits. The key is to change habits and build action plans.

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Desire is the starting point of success. Once you have determined your goals ask yourself this question - How badly do you want it and are you willing to pay the price. Desire is the starting point of changing habits. How much do you really want to change your work habits?

Steps to eliminate self Defeating habits and replace them with self reinforcing habits.

1. Identify – the habit you want to change
2. Define – the new habit you wish to develop
3. Begin the new behavior as strongly as possible
4. Ask other people to support your new habit



Rafique is never affected by the economy. He is our hair dresser in Georgetown. He studied under Vidal Sassoon and is terrific. Whenever we go through an economic down swing – I ask Raffique how is your business and he said – he is not affected by the economy. All women continue to have their hair done. Think about it – if you want something – can you still find a way to get it? When there's a will – there's always a way.

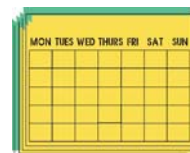
This is the best year we have had in the history of our company. 19 years of business. Why! It's God! He is providing. There is abundance in the world. If we believe we are not going to have business that will become our destiny. If we believe God will provide – that will become our destiny. What stops us from achieving our great success? Fear of Failure, fear of rejection, fear of success? Fear!!!!

Just let go and get out of your own way. Get out of the ditch. Put all of your worries and anxieties in God's hands and let him take over. That is not to say you don't have any part of this equation. Oh yes, we have a big part of this process. Plan, prioritize, set goals and take action.

Planning is deciding what to do. Planning is a habit. People who plan regularly master the habit of planning.

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One you have set your plans and put together your goals, we need to form good habits. In only takes 3 days to 21 days to form a habit.



What is stopping you right now from having the great success you want? What is getting in your way? What is blocking you?

Ask yourself this question. How badly do you want it and are you willing to pay the price. What is the price you have to pay? Is it working extra time when the sun is shining and you would rather be outside enjoying this beautiful weather? Is it working on weekends? Is it taking time to attend a seminar to get your batteries recharged and creative juices flowing? Is it taking time out of your day to day work to re formulate your strategic plan? Is it taking time to put together a new territory plan? Is it time to do a territory review? We are now beginning the 2nd half of the year. If you are on the January fiscal calendar year – you have 6 months to go to reach your quota and goals.

The law of attraction says we are all in the state of entropy. All things are vibrating and radiating out. We have the power to send our thoughts and energy across the world and people will send this energy back to us. Our prospects and customers can feel our magnetic forces and energy. We are all put on this earth to make it a better place. We all have our jobs to do. Whether it is Doris teaching Water Yoga and Deep Water Running, Bruce Williams VP of IBM Corporation, PJ Mitchell VP of IBM, Susan Keating CEO of National Foundation of Credit Card Counseling, Patty Brown the President of Johns Hopkins Medical Systems, Dr. Bruce Lytle Cardiac and Thoracic Surgeon at the Cleveland Clinic, Dr. William Welches Pain Management from the Cleveland Clinic, Dr. Phil Kovoov and Dr. Jimmy Hwang – oncology Doctors at Georgetown University Hospital, Michele Deck President of G.A.M.E.S who is the most creative trainer of trainers we have ever met, Vi Colandreo who has very powerful prayers, and all members of the Miracle Prayer Group, we all have very important jobs to do that touch, change and enrich people's lives.

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Continued from page one – Sales Success and Goals

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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Life is about balance. Are you balanced in all areas of your life? Inner Peace, Health and Energy, Loving Relationships, Financial Freedom, Goals and Values, Awareness and Personal fulfillment.



As my husband Bob Bender says – “This life is the real thing – it’s not a dress rehearsal.” Don’t get stuck blaming the economy for not accomplishing what you want to accomplish. This can be your best personal and business year ever. Take action and make it a great habit.

P.S. thank you for touching our lives.

Pat & Bob Bender

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Course #	Title	Location	Start date	Days
AIP001	Discover Your Hidden Treasures... Building Efficient & Effective Teams to Maximize Results	Serenity	10/15/08	2
AIP002	Dynamic Leadership Professional & Personal Excellence	Serenity	8/19/08	3
AIP003	Take Action... Mastering Your Time	Serenity	8/26/08	1
AIP004	World Class Selling...A Star is Born!	Serenity	9/23/08	2
AIP005	Executive Presentation Skills With Jack Phippin	Serenity	9/13/08	1

*Click on the course number for a complete description of all the seminars!
Contact us today to register!*

When one door of happiness closes, another opens; but often we look so long at the closed door that we do not see the one which has been opened for us.
- Helen Keller

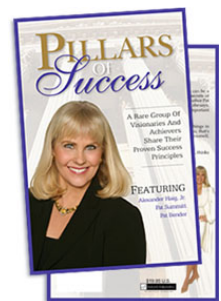
Pillars of Success. Don't miss this book! It's a Great Gift for your team, family, friends, or co-workers. Call Janine to order – 301-439-8317 or click on the image for more information!

PILLARS OF SUCCESS

It's no secret that success is something everyone wants. The process can be a mystery and *Pillars Of Success* is a book all about revealing success secrets of several of the most prosperous people in business today.

Contributing author Pat Bender has an **Awareness Is Power®** process. "The more aware you are," she says, "the more aware you'll become."

You will learn what Pat says are three important things leaders and successful people have in common.



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