

# BONES

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I was curious one day and asked our 26-state sales team to tell me “What Floats their Boat in Sales”. I received some very inspiring answers; the most inspiring response came from Felicia Bessey in New Hampshire. She said three things float her boat in sales: having a wishbone, a backbone and a funny bone.

I thought her statement said it all.

The **wishbone** is all about good luck. I remember hovering around my Mom at Thanksgiving as she carved the turkey, because I wanted to get first crack at the wishbone in the hopes of gaining good luck. How much do you depend on luck for your sales success? Thomas Jefferson said, “I am a great believer in luck, and I find that the harder I work, the more I have of it”.

We have to work hard so we are prepared for our “chance of luck” and be constantly looking for and be ready for opportunities. Keeping a positive attitude is important because positive energy attracts positive energy... and energy attracts luck.

What does having a **backbone** mean? Your backbone is your central source of support and stability; “having a backbone” means having fortitude and

determination. Being successful in sales certainly takes fortitude and determination. It requires having a “never give up attitude”, making one more call, not going home until you have met your daily activity numbers, never letting an excuse enter your mind and standing tall at the end of the day as an example for others. That’s having a backbone.

The **funny bone** is funny unless you whack it on something. Hitting it just right can bring you to your knees; not making your sales and financial goals can have the same result. The good news is humor breeds success. Humor is infectious. The sound of roaring laughter is far more contagious than any cough, snuffle, or sneeze. When laughter is shared, it binds people together and increases happiness and strengthens relationships. Strong relationships can lead to increased sales success.

No bones about it...it takes a wishbone, a backbone and a funny bone to be successful. Let your work, strength and humor drive your actions.

Let’s get crackin...

*Happy Selling!*



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