

Attitude is

LATITUDE

Attitudes, whether positive or negative, have the immense power to impact an individual's success and ultimately an organization's success. Your attitude is contagious! You've seen it before, maybe even experienced attitude (mood) swings in your own home or workplace. It's a ripple effect — say your manager is in a good mood and has a great attitude. That attitude will naturally trickle down to those around him/her creating a comfortable environment. Conversely, if the boss is in a sour mood and speaks nothing but negative thoughts, the office environment grows somber as the negativity spreads like a poisonous gas. On a more personal level, how can you be an effective, successful insurance agent when your attitude is negative?

Life is all about making choices. When you cut away all the junk, every situation is a choice. You choose how to react to situations. You choose how people affect your mood. The bottom line: Every morning you make a choice about your attitude, and it carries you through the day. It's your choice how you live your life.

One of the many advantages to having a great attitude is the latitude that comes with making the right choice. When you choose a positive attitude, you open (mental) doors that would have otherwise been closed because you were so wrapped up in the negative you couldn't focus on the positive. Remember to focus on WIN - What's Important Now. There's a saying, "Today is the tomorrow you worried about yesterday." Everyday we have the choice to live fully. When you've got a positive attitude, you live life with gusto.

Putting it to

WORK

Having the right attitude makes the difference. The Harvard Business School did a study to determine the common characteristics of top salespeople. Results of the survey indicate that most people can be top sellers if they are willing to study, concentrate and focus on their performance. Read the checklist at right for the attributes of highly successful people and see how you rate in comparison. Then think about what you can do to help yourself.

- Did not take 'no' personally** and allow it to make them feel like a failure. They have high enough levels of confidence or self-esteem so although they may feel disappointed, they are not devastated.
- 100% acceptance of responsibility for results.** They didn't blame the economy, the competition, or their company for their lack of closing sales. They worked hard to make negatives work to their advantage and learned from their mistakes.
- Above average ambition** and desire to succeed. These two areas affected their priorities, how they spent their time on and off the job, with whom they associated, etc.
- Ability to approach strangers** even when it is uncomfortable.
- High levels of empathy.** The ability to put themselves in other's shoes, imagine needs and respond appropriately was a habit.
- Above average will power** and determination. No matter how tempted they were to give up, they persisted to their goals. Self discipline was key.
- Impeccably honest** with themselves and the customer. No matter what the temptation to fudge, these people resisted and gained ongoing trust of customers.
- Intensely goal-oriented.** Always knowing what their goal was and how much progress they had made limited distractions.