

Spotlight Article

DELAY WAIT HESITATE

Why are you hesitating? Why are you delaying? Why don't you start?

Unknown

Life is passing us by as we delay, wait, and hesitate. Why do we do it?

Fear is the answer. Fear of knowing exactly what to do, fear of rejection, and fear of failure. Fear holds us back and stops us. Fear has us in its grips.

One step leads to another. One action sets up the next. Often, the next step does not appear clearly until we have finished the current one. We know what we want to do or accomplish, but the process is not always clear until we are in the process of doing it. Isn't it strange that what we need usually appears when we need it? That's life.

Fear of failure and rejection stops us. Salesmen often hate to call on their biggest prospect. Once they call, they might fail, they might not get the order, and then they don't know what they will do. Often, salespeople avoid calling on the big prospect because a rejection might mean they won't reach their goals. There is no sale until they call.

Action is the answer. Action is what brings the success. Face the fear and the death of the fear is certain. Do you know what fear is? It's False Evidence Appearing Real.

Today, right now, is the best time to start or to make the call. Once done, the next step needed will become apparent. Even with being told no, you will realize the success in that you took action, you started, and you now have a better idea of what comes next.

A farmer plants seeds and then waits for the harvest season. You have to plant when it's time to plant. You can't delay. Everything in its own season. Don't rush, but do when it is time. Then, you allow, in this case nature, to take its course. You plant the seed, literally or figuratively, and then when the season (time) is right, you take the next step.

Often we spend far more time worrying about the need to do something than the time it takes to do it. If we are going to get rejected, isn't it better to know it now than wait? Won't knowing it allow us to plan what we need to do next?

In sales there is an old saying that says, 'the sale starts when the prospect says NO'. It's true, being told NO is a message and we need to accept that message, learn from it and move on. In sales NO may mean tell me more. Tell me why. Show me why. NO means I don't see the value to me for the money spent. It's that simple. NO means I either have not done a good job in explaining or I am talking to someone who is not a qualified prospect. Either way, it sure is good to know.

The time will never be perfect. Except, right now is the best time. It's the best time to start or put it into your schedule.

The first step is the hardest. The rest comes easier and easier. A journey of a thousand miles still starts with the first step.

Don't delay, don't wait, and don't hesitate. You'll be amazed at what you will accomplish.