

Special Management Series

# A Winning Attitude - How to cultivate and keep a winner's edge

This is a series of Training for your  
Management TEAM

Presented by J.W. Owens



A Management  
Perspective 303 Series



Management – JWO 312

# A Winning Attitude

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**It's a question as old as time itself:**

Are winners born under a special star or do they create their own success?

Although I'd love to be able to tell you here and now that I have the definitive scientific answer, I won't lie: I really don't know for sure.

But I'll be happy to bet on **one sure thing:**

**A person with a positive attitude will always win out over someone who dwells on the negative.**

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Volumes have been written about what separates super-achievers from the rest of us, but the experts seem to agree that highly successful people share at least this important characteristic: **an unsinkable attitude.**

If attitude is the key to long-term, life-altering success, then we all have super-achiever potential.

***"Seize the day and put the least possible trust in tomorrow."***

**Horace**

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But before we can release the winner within, many of us have to change negative thought patterns that have been years in the making.

**Where do you begin?**

You can start with the **three "D"s**

- **discipline, desire, and dedication** –

and then make **five** very important changes that will help you achieve unprecedented levels of success.

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## Discipline

**Success takes more than just talent**, according to top boxing coach Teddy Atlas. Atlas, who has trained such stars as Mike Tyson and Michael Moorer, says he **looks for more than strength, speed, or power.**

*"The most important quality a fighter can have is discipline. Talent only makes for a good show on the heavy bag if the fighter doesn't have the discipline and the emotional control to execute it under pressure. Otherwise, the talent means nothing."*

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## Discipline

You don't have to be brilliant, charismatic, or otherwise naturally gifted to sell well.

- **you just have to discipline yourself to keep developing the ability you have.**

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## Desire

Desire can overcome almost any handicap.

If you want something badly enough, chances are you'll find a way to get it.

***If attitude is the key to long-term,  
life-altering success,  
then we all have  
super-achiever potential.***

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## Desire

When asked **what he looks for** in a top gun, Lt. Col. Dennis Krembel of the U.S. Air Force says,

*"I'm looking for a person who wants to do the best he can with the talent he has. If he or she puts forth 100 percent effort, that's what I want. If I look at one person who's got the talent, and another who's got the desire, I'll take the person who's willing to go that extra measure."*

A burning desire to win helps ensure that you'll **work harder to do more, sell more, and achieve more** than the competition.



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## Dedication

Dedication helps the salesperson **overcome rejection, pursue the elusive prospect, and make just a few more calls** when the day ended an hour ago.

Dedication prompted Mary Matalin, television commentator and deputy campaign manager for George Bush in 1992, to fetch lunches, make copies, run errands, and do whatever else was necessary to make the campaign a success.

**By dedicating herself to the success of the campaign**, Matalin even turned menial tasks into small but important steps on the path to success.

**To get a 100 percent return on your investment of selling time and effort, dedicate 100 percent of yourself to your goal.**

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To help you develop the discipline, desire, and dedication of a super-achiever, **start by making these five positive changes:**

**1. Start every day on a positive note.** Take 15 minutes to read or listen to a positive motivating message.

**Invest** in some motivational books, tapes, or a daily calendar that features inspiring quotes or anecdotes.

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## 2. Avoid negative news.

Tabloid newspapers, magazines, and many television programs focus on bad news and sensational headlines.

**Be selective about the information you absorb every day.**

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## 3. **Avoid gossip** for 30 days.

When people around you gossip or turn negative, **change the subject or walk away.**

If you have nothing good to say, don't say anything.

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## 4. Keep a positive events diary.

What did you do well today?

What did you accomplish?

Write down any compliments or praise you received.

**Nothing is too small or trivial to include.**

Review your diary at the end of the week for a motivational boost

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## 5. Look for the good in everyone you meet.

**Try to compliment** at least three people every day, and eliminate unconstructive criticism.

**Focusing on the good in others** will help you find it in yourself as well.

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If you want to succeed like a  
super-achiever,  
**start thinking and acting like one.**

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Many super-achievers haven't always been positive thinkers, but they recognize the **importance of attitude** and make a **conscious effort** to take control of their thoughts and their future.



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To follow in their footsteps,  
**set a goal and dedicate yourself** to  
accomplishing it.

You just might **realize** the super-achiever  
potential you didn't think you had

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# Good Selling !



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