

## The 7 Habits of a Highly Effective Advertising Sales Rep

This is the 2<sup>nd</sup> in a series of Link and Learns on applying the principles described in Stephen R. Covey's best selling book "The Seven Habits of Highly Effective People" to our business. To read the Link and Learn article on Habit 1 – Be Proactive, go to [www.PaperChainNetwork.net](http://www.PaperChainNetwork.net), click on "PaperChain Material Download" then scroll to "Link and Learn Tip Sheets".

Dr. Covey's "Seven Habits of a Highly Effective Person" is one of the most successful and practical business books ever published. The purpose of these articles is to give an overview of the basic concepts of Dr. Covey's program as they apply to our business. My purpose is just to stimulate interest in the Seven Habits, to gain a better understanding of this powerful material, I strongly recommend that you read the book or attend one of the seminars presented by the Covey organization.

### **Habit 2 – Begin with the end in mind**

The second of the Seven Habits deals with goal setting. Much has been written about this subject in thousands of books on time management. Dr. Covey's program goes far beyond simple "to do" list time management. Covey's program focuses on life choices rather than time management. It is based on the concept that "efficient people do things right – effective people do the right things."

#### **What do you want to accomplish**

The key to making sound choices is deciding what you want to accomplish with your life. Dr. Covey suggests a somewhat disturbing yet valuable exercise to stimulate your thinking about your life goals. He recommends that you visualize your own funeral. That you imagine the various speakers who step up to eulogize you. Think about what your family would say, what your friends would remember, how your co-workers and customers would describe you, how you touched all the people you encountered in your life. Ask yourself would they remember a person who made a positive impact with their life? Would they describe a life of accomplishment? What is the purpose of this macabre exercise? It is to help us remember that every thing we do and every decision we make contributes to what we become and what we accomplish with our life. It is too easy to get wrapped up in the hustle and bustle of day to day activity and lose sight of our life's ultimate purpose. To fail to see the forest for the trees, the key is to see the "big picture" and stay focused on your life goals.

#### **Two Creations**

Covey teaches that everything is created twice. There is a first or mental creation and then the physical or second creation. We imagine what we want to do and then we take action to make our imaginings real. The second creation is the direct

product of the first or mental creation. We have the ability to control our thoughts so the best way to initiate positive change in our lives is to begin with the first creation. Most people live out of their memory rather than out of their imaginations. Someone who says “I’m no good at selling large advertising programs” is basing this opinion on their experiences in the past. This becomes a self-fulfilling prophecy and it is unlikely that a person thinking this way would ever sell a major program. It is much healthier to rewrite your “script” and say “Up until now I haven’t sold a large program but I’m confident that, if I study the methods of those who have had success in this area and change my approach, I can be as good as anyone at selling large programs.” Imagining a better future is the first step to making it become reality. Before we can be open to growth and change we must visualize ourselves growing and changing.

### **Your Mission Statement**

A powerful tool that helps to keep the “end” in mind is a personal mission statement. This statement is a written expression of the person you want to be and what you will do to get there. It should be based on the principles or values that you hold to be important. Each of us plays many roles in our lives: spouse, parent, employee, friend etc. It is wise to have a mission statement for each of these roles all contributing to the central mission statement for your life. For our purposes we’ll concentrate on your business mission statement.

Think about what you want to accomplish at work. Obviously you want to earn a comfortable living but you should consider the other rewards you get from your career. The sense of accomplishment and recognition that comes from being successful, the pleasure gained from helping others, the mental stimulus of learning new skills and information all contribute to your satisfaction and should be part of your thought process. An example of a mission statement for an advertising rep follows:

My job is how I support my family and get the money required to accomplish my life goals. I take great satisfaction in being a knowledgeable professional and from helping my clients achieve their goals. My mission at work is to be the most successful and productive sales rep I can possibly be. To this end, I make the following commitments to myself and those who rely on me. I greet each day with hope and enthusiasm. I set aside time each week to plan my activities so that I make the best possible use of my time and maximize the time spent with my clients. I devote time each week to read and study materials that enhance my knowledge and skills. I am a positive force in my office and do everything I can to motivate my co-workers. I am completely honest and fair with all of my clients and do my best to develop the best possible programs for them. I take time each weekend to analyze what I did well and in what areas I need improvement so that I grow more and more effective with each passing week. I do not carry my stress or concerns home and when I am with my family and friends I am totally focused on sharing quality time with them.

When you read this mission it paints a picture of a successful and fulfilled sales rep. This is a statement developed by someone who has a vision of the kind of person they want to be. Each of the seven habits work in conjunction with the others. This mission statement takes the proactive stance described in habit one. It doesn't say "all of my customer's will say yes" This mission statement describes the activities of a person who takes personal responsibility for their actions and their own success.

### **Putting Your Mission Statement to Work**

The deep thinking that goes into writing a mission statement is a useful exercise because it forces you to consider your career goals and the actions you must take to achieve them. Like any other tool, the mission statement is of no use if you pack it away and don't put it to use. To get the maximum benefit from your personal mission statement you must consult it on a regular basis. Reading your mission statement weekly, or even better daily, will keep your goals front and center helping to make the actions described in your statement habitual. The mission statement is the yardstick you can use to evaluate all of your actions. Before deciding to do something you can ask yourself "Is this in alignment with my mission?" or "Is this the best thing I can do right now to advance toward my goals?" You can set short range goals that will advance you toward your larger mission, "My mission statement commits me to enhancing my selling skills so I will set a goal of reading two business books per month."

### **Conclusion**

By deciding what you want to accomplish with your life and using that information to create a mission statement you tie your day to day activities to your long term goals. By setting your own goals you are able to take charge of your destiny. If you don't set your own course you allow others to do it for you. Beginning with the end in mind is the key to being a more effective person and a more satisfied person.

### **Next Month Habit #3 "Put First Things First"**