

A Posture of Success / Stance Awareness

The proper development of an effective sales stance is crucial to success for sales associates that cold call on hot leads whatever the product or service.

In some advanced martial arts, Shaolin Kung Fu for example, beginning students spend anything from six months to one year on solid stance work alone before being allowed to learn anything else.

The main purposes behind stance training are strengthening and conditioning of the legs, training of the mind and spirit, rooting, internal energy training and the improvement of posture-structure, all of which lead to a positive self-expectancy in regards to outcome of an intended purpose or action.

The key, for example, to our success in the field when calling on XL Leads is positive self-expectancy rooted in our awareness of the conditions of the market (it's always good), the statistical potential for gaining leads and listings among XL Leads (the 25/90 rule), the efficacy and reach of our program, and our intention to succeed for both ourselves and clients alike.

Tempering, controlling and positing the mind to communicate these things to a prospective client requires a calm, focused intention, will power and a strong spirit. Your mental, moral and physical strength is tested at every door.

Agents that can't cope drop out. They are easily pushed over and have neither stability nor balance even when they perform the simplest tasks. They lack strength and speed in their presentation and do not generate power by using the whole body: a proper sales stance.

Agents that cope, grow professionally, gain respect and admiration among family and peers, and achieve the financial rewards of success. Coping is an act of determination that begins with your sales stance: when standing, be like a mountain, strong and unmovable or like an oak tree, deeply rooted; when moving be like the wind or the bee, swift and fast.

When you knock on a door, step back, if right handed point your left foot forward, place your right foot behind and point it to the right, bend your left knee ever so slightly leaning almost imperceptibly forward and root yourself to the ground as though facing a hard wind. Be determined to be unmoved. This may sound aggressive, but you will learn to do it without the client even noticing, except subliminally by their having a feeling that there is someone at their door worth paying attention to.

A namby-pamby, girlie, wiggle-wobble, swishy, smiley, swaying, square facing, pigeon-toed, slouchy, nice guy/girl sales stance won't get you anywhere even if your attitude is upbeat, your pitch is pragmatic and to the point. You must become a Warrior, stand like one, and be immovable in your intention.

Warrior Energy / An Attitude that is a Way of Life

A constructive, creative life is forged out of raw ore, so to speak, by courageous, disciplined use of aggressive energy. Aggressive energy is an essential part of human life. You can use it for good or for ill, or deny it altogether in self-destructive abdication like a King that gives up his crown.

To make it big in real estate you've got to be a Hero or a Warrior, in either case whether masculine or feminine, a Conan the Barbarian or a Wonder Woman.

Life is a competition among both the elements and the living. There's some truth to the ideas behind survival of the fittest. To thrive you've got to compete with vigor. If it's only survival you want, well, you've got to compete to do that too.

The Warrior / Assertiveness is one of the Warrior's characteristics, it is a stance toward life that rouses, energizes and motivates. It pushes us to take the offensive and to move out of a defensive or holding position about life's tasks and problems.

The Japanese samurai warrior tradition claimed that there is only one position in which to face the battle of life, frontally, and it proclaimed that there was only one direction, forward.

In the famous opening scene of the movie Patton, the general, in full battle gear is giving a motivational speech to his army. Patton warns his troops that he is not interested in their holding their position in battle. He says, "I don't want to get any messages saying that we are holding our position. We are advancing constantly. We are not interested in holding onto anything except the enemy! We're going to hold onto him by the nose, and we're going to kick him in the (back side)! We're going to kick the (heck) out of him all the time, and we're going to go through him like (you know what) through a goose!"

The Warrior is always alert, always awake, never sleeping through life. He knows how to focus his mind and body; she's mindful; he's a hunter; she's a huntress.

Don Juan, the Yaqui Indian Warrior in Carlos Castaneda's The Teachings of Don Juan, says, a Warrior knows what he wants and knows how to get it. As a function of his clarity of mind he is a strategist and a tactician. He can evaluate his circumstances accurately and then adapt himself to the situation on the ground on the run.

The Warrior traditions all affirm that in addition to training what enables a Warrior to reach clarity of thought is living with the awareness of his or her own imminent death. In business that might translate to the possibility of the death of an enterprise or bankruptcy; or the death of an hour or a day; or the death of a week or a month; or a year or a decade.

Rather than depressing him or her, this awareness leads to an outpouring of life-force energy and activity resulting in an intense experience of life known by few where every act counts. Each deed is done as if life counted on it. There's no time for anything but meaningful activity that leads to success: positive, expected, wanted, results. There's no time for hesitation.

This sense of imminence of death energizes the man or woman accessing the Warrior energy to take decisive action. He or she doesn't think too much, because thinking too much can lead to doubt, and doubt to hesitation, and hesitation to inaction, and inaction, possibly, to losing the battle which is, of course, losing to the competition.

The pathways to activating the Warrior life-force energy are threefold: mirroring and mimicking; intention and will; and belief-affirmation.

