

START WITH THE HUSTLE

Not long ago, Americans dreamed of working hard and one day becoming what they wanted to be, such as a doctor, an athlete, an artist, a lawyer, or an entrepreneur. Today, Americans appear to dream of one thing in particular: winning the lottery. The odds of attaining success in the first dream, interestingly enough, are high; but what are the odds for success in the second case? About a million to one.

In spite of that, many continue to play against the odds, hoping that luck, magic or miracles will suddenly transform their lives and solve all their problems. That kind of approach can lead to stagnation and depression. But one thing is abundantly clear. There is a sure-fire antidote for depression, and

is well known: salespeople get depressed when they aren't generating enough activity. But as soon as they renew their efforts at making contacts, pursuing leads, and establishing follow-up procedures, their depression begins to lift. Then, productivity begins to climb.

Why is that? When people make the effort, they know there will be a payoff further down the line. Effort is the tool with which we build our future—and making an effort then gives people something to look forward to.

I remember something Bill Clements, a former governor of Texas, once told me. "Energy is the secret to this whole situation," he said. "You can be a person of great integrity, character, and all these other wonderful things, but if you don't have the energy, and if you don't really put your shoulder to the wheel, so to speak, and start pushing, you're not going to get to first base."

Here are four key factors for maintaining success, and it all starts with the hustle.

Hustle: To hustle means to adopt the positive attitudes of discipline, desire, and dedication and give that extra 10 percent; to go beyond what is expected of you. This is not the negative connotation of hustle



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which implies underhanded activity, but the positive sense of the word, which implies a spark of energy that ignites...

Confidence: Each time you give yourself that jolt of extra energy, it produces results. You're moving inch by inch toward your goal. The closer you get to your goal, the better you feel about yourself. The better you feel about yourself, the stronger your ability to repeat your successes, which leads to...

Consistency: Once your confidence starts to build, you can keep it going through practice and repeated performance. The hustle is good for a shot of energy, but it is difficult to maintain. Practice and repetition produce a consistency of performance that distinguishes a champion from a "flash in the pan." Maintaining a consistent level of performance is also known as...

Competence: Confidence and consistency often lead to the "discovery" of abilities that we didn't know we had, or weren't sure we could develop. Building competence in one area frequently contributes to competence in other areas, and dramatically increases the overall probability of success. ▲

"The dictionary is the only place where success comes before work."

-Arthur Brisbane

a way to transform an unfulfilling life: action. Faced with many obstacles including depression, those who are the high achievers among us, increase their efforts. They meet these challenges head-on.

In the sales training industry, this phenomenon

Barry Farber is a best selling author of 10 books including *The 12 Cliches of Selling and Why They Work* and *Diamond Power*. He speaks to various corporations on sales, management, and personal development. To learn more about Barry, visit www.barryfarber.com or email any comments or questions to barry@barryfarber.com.
