

The Confidence Factor

3 KEYS TO BUILDING A STRONG FOUNDATION

By, Barry Farber

Having a strong purpose with passion and belief behind what you're doing allows you to move forward more efficiently. When we start doubting our abilities, and ourselves it begins to impact our performance. Some business owners and managers often ask me to include a portion of training on how to build their sales teams confidence. Maybe it's because they are bombarded with lots of no's and rejection, and the impact it has on their presentations.

Anyone can benefit from building their confidence, but it has to be based on strong values and a belief system that brings benefits along with your actions. Some people feel a quiet confidence has more power because there is a calmness and comfort level in how they present themselves. If I had to look at three of the top keys to building and maintaining confidence they would include:

- **Continuous Learning.** Learning something new always enhances your enthusiasm and drive. When I'm asked to look at someone's invention, represent a company that wants to gain access to new industries or take

on any challenge, the first thing I do is research, research on the product, the industry or the individual. The more I learn about the value and offering of what I'm taking on, the greater my confidence becomes. It builds strength in what I'm proposing. And if I can't see the value in what I'm taking on, I won't...and that can be the best decision of all.

- **Constant Action.** We learn from our actions...we act from our learning. One without the other suffers; both together provide clarity and truth. No matter how much research we do or how much planning is involved, it is in the action where reality exists. The greatest accomplishments happen when someone takes action on something that they're told cannot be done. The right action brings you closer to your goals and the confidence that something positive will come from it.
- **Selective Environment.** Who you surround yourself with will have an immediate and long-term effect on your performance. In sports we tend to play up to or down to our competition.

Be careful whom you select as your mentors and advisors. You elevate your success when you choose your environment wisely. Sometimes the ones pulling us down are the ones closest to us. It can lead to some of the hardest decisions to make when choosing our environment. What you think about and whom you surround yourself with determines a large portion of your overall confidence.

But with great confidence comes great caution. It is the ability to use your knowledge and skill at the right time. Over confidence and pride can lead to your downfall. We must avoid one of the greatest dangers of all...hubris.

"Confidence doesn't come out of nowhere. It is a result of something... Hours and days and weeks and years of constant work and dedication."

-Roger Staubach



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