

## Selling The Arrangement - Part 2

Frank Bettger is the author of the classic book on salesmanship, *How I Raised Myself From Failure To Success in Selling*. He wrote about his early years as a professional baseball player and the magic that made him a success.

When he was a minor league player, his manager fired him for being lazy and advised, "Wake yourself up and put some life and enthusiasm into your work!"

Frank was traded to another team. Although he did not feel very enthusiastic, he began to act enthusiastic. No one knew him on the new team so he decided to establish the reputation of being the most enthusiastic player in the league. When he appeared on the field, he acted like he was electrified with a million batteries while throwing, hitting and running.

Did it work? His enthusiasm seemed to overcome all obstacles. He played better than he ever dreamed he could. His enthusiasm affected the other players on the team.

Two years after he was fired, he was playing third base for the St. Louis Cardinals. He had multiplied his income thirty times. How did it happen? He didn't really have any more ability as a ball player. Enthusiasm alone did it - nothing but enthusiasm.

He carried this spirit over into his second career and became one of the most prosperous insurance salesmen in the country and won all the top professional honors. More enthusiasm may help you sell more floral arrangements too.

## Three Ways to Generate Enthusiasm in Yourself

### Affirmation

Affirm to yourself that you are an enthusiastic person - and act like one. Commit yourself to injecting enthusiasm into every part of your life. Visualize yourself as being the most enthusiastic person in the shop, even when you don't feel like it.

### Set Goals

Set sales goals that require you to stretch beyond your normal performance. Use numbers to help you measure your results on sales volume, customers seen and telephone follow-ups. When you get close to achieving your goals watch how easy it is to be more enthusiastic.

### Remind Yourself of the Rewards of Being Enthusiastic

Your elevated level of enthusiasm will:

- make you feel good
- make your customers enthusiastic
- increase your sales and income
- win the admiration of others and
- lead you to a richer and fuller life.

If you are satisfied with the way things are now, there is no need to change. However, if you want to make your present abilities win greater rewards, try being more enthusiastic.

Charles Schwab, the pioneer industrialist, said, "A person can succeed at almost anything for which he or she has unlimited enthusiasm."

