

Change Your Attitude and You'll Sell More

The logo for 'Turf' features the word 'Turf' in a bold, black, sans-serif font. A green grass blade graphic is integrated into the letter 'u'.The logo for 'Tree Services' features the words 'Tree Services' in a bold, black, sans-serif font. A small green leaf graphic is positioned above the letter 'i' in 'Services'. Below the main text is the tagline 'Taking Tree Care to New Heights' in a smaller, black, sans-serif font.The logo for 'Turf DesignBuild' features the word 'Turf' in a small, orange, sans-serif font above the word 'Design' in a black, sans-serif font. The word 'Build' is in a large, bold, orange, sans-serif font.The logo for 'PLOW' features the word 'PLOW' in a large, bold, blue, sans-serif font.

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By Lori DeRoche/Special To TURF magazine

Have you ever wondered why some people seem to have all the luck? I bet that if you took some time to know them, they probably have a positive attitude to go along with that luck.

Your attitude could have a positive correlation on profits, new sales, and the type of relationships you currently have. Have your sales increased lately?

Are you getting new sales from any business relationships you have? If the answer to these questions is NO, you may want to take an honest look at how you feel about yourself and how others perceive you. Many have said that people like to do business with people they like and enjoy being around. Being friendly, happy, and having a positive outlook on life will attract people who will be happy to do business with you.

I challenge you to try to get rid of the negative things in your life for one month and see if you can notice a change in your business and your attitude. This takes work though; you must be present and try to find the positive in every situation.

Try some of these tactics to stay focused on a positive attitude.

- If the sale does not go in your favor, send a card thanking them for the opportunity and ask yourself what you learned from the outcome.
- If the news gets you down, stop watching it and focus on reading a book about leadership, management, motivation, customer service or sales.
- Surround yourself with positive people who support you.
- Before you go on sales calls for the day listen to some positive, inspirational songs or just something that will get you in a positive,

excited mood.

□ Every night write in a journal the positive things for the day and what you would like to accomplish the next day.

□ Smile and be friendly, open doors for people, extend help when possible

A positive attitude takes a conscious effort but with practice it will come more easily. Too often we don't realize the message we are sending out to others is negative. We verbally share our bad happenings of the day to our spouse or friend for them to share their gripes right back.

I dare you to take on this challenge of positive attitude and observe how others may change the way they interact with you, how sales may increase, and how your relationships could change. As the song goes, "don't worry, be happy"!

Lori DeRoche is co-founder with her father, James, of Tandem Landscape Services, Inc., Phoenix. Contact her at lorig@tandemls.com.

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