

“Challenges and Goals”

By Michael S. Miller
President and CEO
Primo Solutions, LLC

We all have challenges in our lives – both personal and professional. If you deny it, you are lying to yourself. Even the sales warriors have challenges. How we handle our individual challenges is what sets us apart. Some of us tend to see a challenge and sweep it under the rug. Others live and strive for challenges and perform normal tasks much better when faced with challenges. Regardless of what type of person you are, there is only one way to successfully handle any challenge. When faced with a challenge, look it in the eye, wrestle it to the ground, and do whatever it takes to overcome.

Yes, we are going to face challenges. However, the idea is to be proactive to eliminate some of those challenges. One way to limit the number of challenges in our lives is to set goals. Setting goals is the easy part. Living those goals is the tough part. When setting goals, you need to ensure they are in harmony with your values. You also need to recognize

what motivates you and others to meet these goals.

Top achievers set goals. They take advantage of the numerous benefits goal-setting offers. Most of us view goal-setting as a laborious exercise fraught with uncertainty. Did you know that only 5% of North Americans are committed to written goals? I'm not talking about writing a to-do list scribbled on a Post-It-Note or on a napkin; I mean a clear, concisely written goal. The to-do list simply represents a doing-list of activities, chores to be performed throughout your day. As a sales warrior, you must get into the mental habit of thinking in terms of end results rather than being satisfied with "busywork".

There is a parade of excuses as to why people do not set goals. The most common one is, "They don't work," or even worse, "How do I know what I'll be doing in five years?" Instead of creating

our future, we have been conditioned to react to the present. Too many people today seek the quick fix, hoping for some rescue fantasy to magically appear and salvage them from their boring life of routine and occasional luck.

Goals offer a host of benefits and the one that impresses me the most is that goals provide a destination. How do you know where you are going in life if you don't

have a destination? Most of us spend more time planning our weekend, holiday, or party than we do our own lives. We don't plan to fail, we fail to plan. You have probably heard or read these ideas many times before. That's because they are true. Once again the path of least resistance and the pain of regret prevail. Start setting goals and watch your life begin to change.

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