

The Horrid Habit of Women In Sales!

Thought that might catch your attention!

OK lady - this is an article that might shake you to your roots (I just had mine done by the way!)

There's a **HORRID habit** I see **women entrepreneurs/small biz owners** and **women in sales** doing on a **regular basis** and it drives me absolutely crazy.

Why?

Because I know if they (by this of course - I mean YOU!) could break this habit - it would ...

- **reduce stress** by the bucketload
- **attract more customers** to you and your company
- make you a hell of a lot **more money**
- **create momentum** in all aspects of your business
- give you **more time**
- **save you thousands** of wasted dollars each year

Want To Know What Your Horrid Little Habit Is?

PERFECTIONISM.

Oh my!

I just saw that look of **GUILT** flash across your face!

Look - I know the details are important and you most definitely don't want to "slap things together".

However - there comes a time when **enough is enough** and you have to put yourself out there!

So Why Is Perfectionism Your #1 Horrid Habit?

Because it walks you down the Three-Step Path To Hell:

1. **Perfectionism**
2. **Procrastination**
3. **Paralysis**

1. **Perfectionism.** Defined in the Sales Diva Dictionary as **waiting for pigs to fly, ducks to get in a row, the stars to align** and **Brad Pitt** to ask you on a date **BEFORE** you proceed with....well...**ANYTHING!!**

Some favorite phrases used by perfectionists are...

- "I'm too **busy**"
- "I want it to be **perfect**"
- "I don't have the **time**"

- "I don't have **confidence**"
- "I don't have the **budget** "
- "I'm **not good** at that"
- "I just need to work on it a **LITTLE LONGER**"

P.S. (They also **tend to blame other people** for WHY they aren't moving forward.)

2. **Procrastination**. Next **hellish** stage of Perfectionism. As you don't want to make a decision on something, you put it on the **back burner of your mind** - until it **BURNS A HOLE** right through your head.

You move into **avoidance mode**, feeling overwhelmed, being very pre-occupied and **BUSY** with things that aren't moving you in the right direction, which causes you more problems and more stress...You get the picture?

3. **Paralysis**. **Third hellish** stage. Now you **secretly feel like a loser**. You know what you need to do and yet you keep hoping that **SOMEONE** is going to give you the **quick fix, save the day, magic pill formula** that will solve everything for you. (remember - the deer in the headlights look is not that attractive)

Listen Martha - I Feel Your Pain!

However - **you're paying a price** for all of this stalling (aka Perfectionism).

If you **DON'T follow-up** with your customers, **create new products** or services, **market yourself properly**, **invest in yourself**, **attract** new customers and all of the other **important and critical steps to selling...**

I can tell you where you're headed.

Perfectionism is a great way to go BROKE.

So What Does Your Sales Diva Want You To Do?

Step up to the plate sister and quit whining.

If you want to be playing with the **BIG GIRLS** then you have to start doing what they do.

- **MAKE CHOICES.**
- **DECIDE WHAT IS MOST IMPORTANT**
- **BE WILLING TO MAKE MISTAKES**
- **FIND THE DAMN MONEY**
- **QUIT DOING WHAT YOU ARE TERRIBLE AT**
- **REALIZE THAT EVERYONE HAS FEAR**

I'm asking you to **quit waiting**. Ditch the **excuses**.

Why?

Because I know you can do it.

Take a **baby step** and **call the client you have been avoiding** calling. **Mail** the thank-you card. Do **something different** in your marketing. **Raise** your prices. **Hire the people** who can help you **grow faster**.

You don't have to hang onto your **HORRID HABIT** any longer.

So there.

Kim Duke, The Sales Diva, provides savvy, sassy **sales training for women small biz owners and entrepreneurs**. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "**The 5 Biggest Sales Mistakes Women Make**" at www.salesdivas.com