

## Determination & Dedication

**Determination** is a firmness of purpose; the decision is made; a resolute mindset to do something.

**Dedication** is a strong feeling of passion and devotion for someone. It is personal, and someone can be anyone, including yourself.

Setting goals to achieve greater sales results guarantees you will be challenged. That is a given, however, a driving force to keep you moving forward happens when you intrinsically link determination with dedication. It also enables you to make the right choices along the way.

**Be conscious of your thoughts and feelings. What you think of most of the time happens, so be careful what you think**

What is typical when your determination and dedication are not fully engaged or lacking:

- You need increased energy and time to sort through unrelated alternatives
- You become easily side-tracked with non-core sales activities. Example: doing administration tasks during prime business development hours
- Your old program or default mode returns, so you repeat past ineffective behaviours
- There is a tendency to procrastinate preventing forward momentum
- Excuse words used to justify failure. Examples: try, should do, could do, wish, or hope. Example: *"I did try to win the business, but the operations manager decided on a competitor's proposal."*
- You can experience a dramatic surge in activity, but a substantially lower level of productivity. Example: Well above business development activity, but few to no results.

To reflect:

- Have you in the past been determined and dedicated yourself to an outcome then changed your mind?
- Why or what made you change your mind?
- What was the payoff for changing your mind?
- Have you in the past been determined and dedicated yourself to an outcome and achieved it?
- What kept you going despite the challenges?

### **What not to do**

- Don't let others dissuade you from what you want to achieve
- Don't be motivated to impress other people
- Don't use excuses. Be mindful of self-talk language
- Don't proceed if it is against your core values
- Don't be driven by your current situation, but by your determination and dedication.

Your determination and dedication demonstrate the person you truly are and impacts directly on your sales success.



Kurt is a sales practitioner who created sales records in five industries and won major sales awards including Salesperson of the Year. The products and services he sold were newly released, consultative, relationship and retail. He is a recognized sales expert, successful author and respected sales and personal development coach who has guided organizations and salespeople to vastly improved sales performance and profitability. His clients range from small to multinational companies in Australia, the Middle East, Asia, and Europe.

Kurt is the author of 21 Timeless Insights for Sales Success sold in eight countries. Available on [www.amazon.com.au](http://www.amazon.com.au) or [www.salesconsultants.com.au](http://www.salesconsultants.com.au). His latest book The Most Unlikely Salesperson will be released in April 2023.

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