

## The Defining Mark

Barrier Free Business Development Ideas

### This issue: Sales – Sharing the Passion

It shows in everything you do. We see it in your eyes. Hear it in your voice. It has been described as enthusiasm; the burn; passion. It is passion that sales professionals share with clients. Passion for your organization's products, services, or even the commission structure can drive daily activities.

The question is: Where does it start? How can you create passion within your teams?

There is a story of a husband complaining to the priest during confession about his wife. "It's over. I just don't love her any more."  
"Then love her." the priest replied. "True love is often an action before it becomes an emotion."

In many ways passion resembles love. While you can't control passion, you can create the circumstances which allow passion to develop, (or wane). It is in the process of taking action that the seeds of passion are planted.

When you take action in a given area you will have new information revealed. Whether you do something for the first time, or the fiftieth, these revelations are in turn necessary to change your perspective. New perspectives create passion, (although it may begin only as mild interest.)

It is this passion which induces further action. Sales professionals share their passion, enthusiasm and energy with prospects and clients every day.

When we share our ideas with another, we have the opportunity reveal a thought or concept that may change a perspective. Thus, the cycle continues. If you find yourself without that fire of passion, the place to start is action. Action is the only controllable portion of the equation. Action is a choice. To increase passion, choose to take action and begin the cycle.



Jim Carty, CSP

*"Start by doing what is necessary, then do what is possible, and suddenly you are doing the impossible."*

St. Francis of Assisi  
(1182-1226)

#### Action Plan:

- Identify areas of discontent
- Take action in these areas
- Be open to new revelations
- Share the passion