



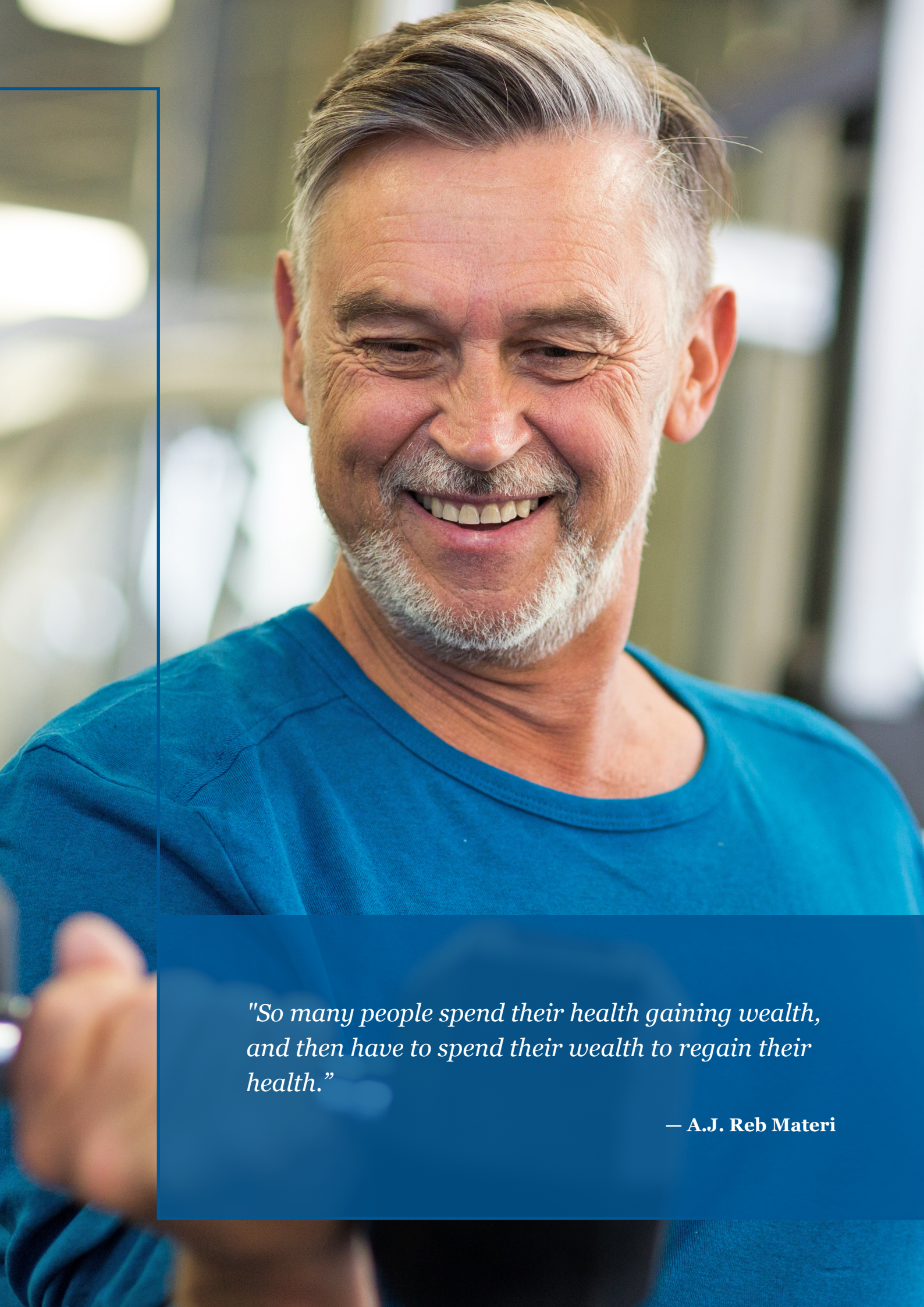
5 ESSENTIAL PRINCIPLES FOR A SALES CHAMPION:

STAYING FIT IN A GROWING ECONOMY

Nikolaus Kimla

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*"So many people spend their health gaining wealth,
and then have to spend their wealth to regain their
health."*

— A.J. Reb Materi



Introduction

What Does Fitness Mean for a Salesperson? (Hint: It's Not Just Being Buff)

Fitness is an interesting subject. It certainly means staying bodily fit—and the tens of thousands of gyms seen all over our cities serve as reminders of how much attention people have on toned physiques today. But it also means staying fit in mind and spirit, and in fact, it's a coordination of all three.

In this ebook, we're going to explore what fitness means for a salesperson—and it's a lot more than being buffed out!

Early in Life or On the Job

When we're young, fitness is obvious. You can see it in our school pictures, and in our wedding photos. But then ten years down the road, well, we don't often appear so fit. We've added pounds. We're not so active. Sometimes we're also not so sharp mentally.

A similar situation happens when a person is new on a job. They come in with enormous enthusiasm and verve, much like a young person running track in school, and this energy is reflected in their work. After awhile, though, they settle in to the security of the position. They tend to get complacent, soften up and kind of coast along. They're not so fit any more.

Intense Competition

If the business world is heading in any direction today, it is becoming more and more competitive. Competition is becoming fierce. In most developed countries, population is rapidly growing. More and more businesses are crowding into each industry. That means for each individual, and for each organization, there is constantly increasing competition.

There are many ways to be competitive, and to fight against competition. From the standpoint of a manager, there is the building of a battle-ready sales force, as [covered in my ebook of the same name](#).

What does this mean for anyone coming into the business world? You've got to be totally fit to operate in your chosen sphere. If not, there are ten other people lined up behind you ready to take your place, and they all claim they can do it better than you—for half the price!

On the consumer side, all of this competition is of considerable benefit. It means that when you are in the market for a particular product or service, they're all fighting over you and doing everything they can to win your business. A great example today is restaurants; dining out today is not just a nice meal, it's a whole experience. 20 or 30 years ago the selection of such outstanding experiences was much more limited. But today, with vastly increased competition, they must deliver at a much higher level. This is true in endless other areas, too—hotels, automobile purchases, credit cards, travel, museums and many more.

Moving back over to the sales side of things, you must remain constantly fit to stay ahead of all that heavy competition.

What Does "Fit" Mean?

As I pointed out at the beginning of this chapter, "fit" doesn't just apply to the body. It also applies to the spirit or soul, and to the mind.

That doesn't mean you can treat each of these completely separate from the other. That practice actually comes from the ancient Greek, in which different parts of existence were split distinctly apart. This is an unhealthy view of life, as seen around the first century when a man would say that if he was visiting a prostitute, it was his body, not him, and he wasn't responsible. Looking at today's headlines, we can certainly see how ridiculously untrue that is.

All three of these components—mind, body, and soul or spirit—must function as a unit. As one is improved, so must the others be. For example, if your body is constantly tired, how can you stay mentally alert?

For a salesperson, fit means keeping all of these elements completely tuned up. Mentally, means keeping your learning ability high; there is an ever-increasing amount of technology that a salesperson must learn, and learning capability must be right on the money. A salesperson must also be fit in communication, and in numerous other areas, too.

As I said, a salesperson is up against a huge amount of competition—and attaining and retaining fitness is the only way to win this race. Of course, before you win against competition, you also have to win against yourself; an old saying says that it's easy to overcome enemies, but much harder to overcome your own walls, barriers and obstacles.

An example of remarkable fitness is what we see in today's "digitals"—the youth playing video games. Just watch them sometime—their reaction times are unbelievable. We have to be at least as good!

In this ebook we'll explore this vital topic in detail. Stay with me!



"If it doesn't challenge you, it doesn't change you."

— Fred DeVito



Principle #1

Salesperson Fitness of the Mind

IQ and View of Human Race

At Pipeliner we, like many today, believe that it is not only IQ—Intelligence Quotient—that makes for mental ability, but also EQ: Emotional Quotient. Emotional Quotient means the ability to empathically connect with another on an emotional level. As many experts are saying today, and as we'll explore more in this ebook, this ability is vitally important for sales, and is a key part of sales fitness.

But part of IQ, mental fitness is maintaining a view of the human race as it actually exists, which is done in anthropology—the study of humankind. This means not putting forth or using some kind of fixed "ideal human" in your thinking. An example of the "ideal human" is something called *Homo Economicus*, a mathematical "example" used in mainstream economics, in all of its formulas and forecasts. *Homo Economicus* literally means "economic man" and it portrays humans as consistently rational and narrowly self-interested, always reacting the same way to various stimuli. While this might define a robot, it certainly doesn't define a human being, and the use of *Homo Economicus* is a reason modern economics often catastrophically fails, as in the economic crash of 2008.

Similarly, such idealistic models are also used in political analysis, and predictions made with them are likewise often wrong. Just remember the widespread shock when Hillary Clinton, who was totally expected to win the 2016 presidential election, soundly lost.

As long as you don't maintain a realistic view of this "cruel, crazy, beautiful world" (in the words of [Johnny Clegg](#)), you will also have failings. Part of remaining mentally fit is realizing that there are others who are *not* fit and perhaps never will be and, on the other hand, there are others who are amazingly fit and able.

For a salesperson, [thinking like a buyer](#) will also greatly enable you in the way you view other people and the world.

Self-Control

The way a human being behaves has much to do with upbringing and many other factors. In the end there is a critical question that must be asked by anyone wishing to succeed at just about anything, including sales: "Is my past, are my thoughts, are my emotions, driving me? Or am I the driver? Do circumstances in my life motivate my actions? Or do I have control and can decide to react differently?"

Such a question is vitally important for a salesperson. Unlike just about any other profession a salesperson is constantly confronted with disappointment, rejection, accusations, wrong assumptions, and misbehavior from others in the form of anger and antagonism which is sometimes very incorrect and unfair. For example, a salesperson might sell a defective automobile that ends up causing a serious accident, and the customer comes back and blames and screams at the salesperson. The salesperson very obviously didn't know of those defects when they sold the vehicle. Or, the salesperson just happens to rub someone the wrong way and they reject the salesperson before a sale can be made. There are endless examples.

A salesperson must be able to confront such behavior and not react to it, if they are to survive and succeed.

Becoming the Driver

How can someone change their behavior and react differently? How can one become the driver of the car and not the passenger?

To start with, the person must be aware of being that driver. As I have mentioned in previous writings, [German writer Thomas Mann](#) said that the flipside of freedom is responsibility. A salesperson has a considerable

amount of freedom that must be balanced with a healthy portion of responsibility. The first responsibility a salesperson must take is, "I am the driver. I am in charge. I'm not my emotions or the reactions that can occur if someone rejects me, is upset with me, or is pushing me away."



How can a person learn that kind of behavior? Well, if someone has a negative reaction to something you did and you're not immediately confronted with the person face-to-face, I would advise you to do what Abraham Lincoln used to do in similar circumstances. He would write his emotional response in a letter which he wouldn't send. He'd sleep on it, and the next day look at the letter again and ask himself if that's the way he really wanted to respond. Often his response would be changed to something more rational.

But if you're right in the middle of a confrontation and don't have time for such considerations, there are techniques you can use. One of them is called "Telling yourself to stop." You can actually command your thinking and your emotions to "stop!" This can give you instant control. In a combative situation you can say to yourself, "Is that the way I want to act right now?" and make that decision to stop yourself. You can obviously decide to engage in an argument—but you can also decide not to.

There are thoughts that will come into your mind that you don't know the source of, that you really don't want. In such a case, you should never

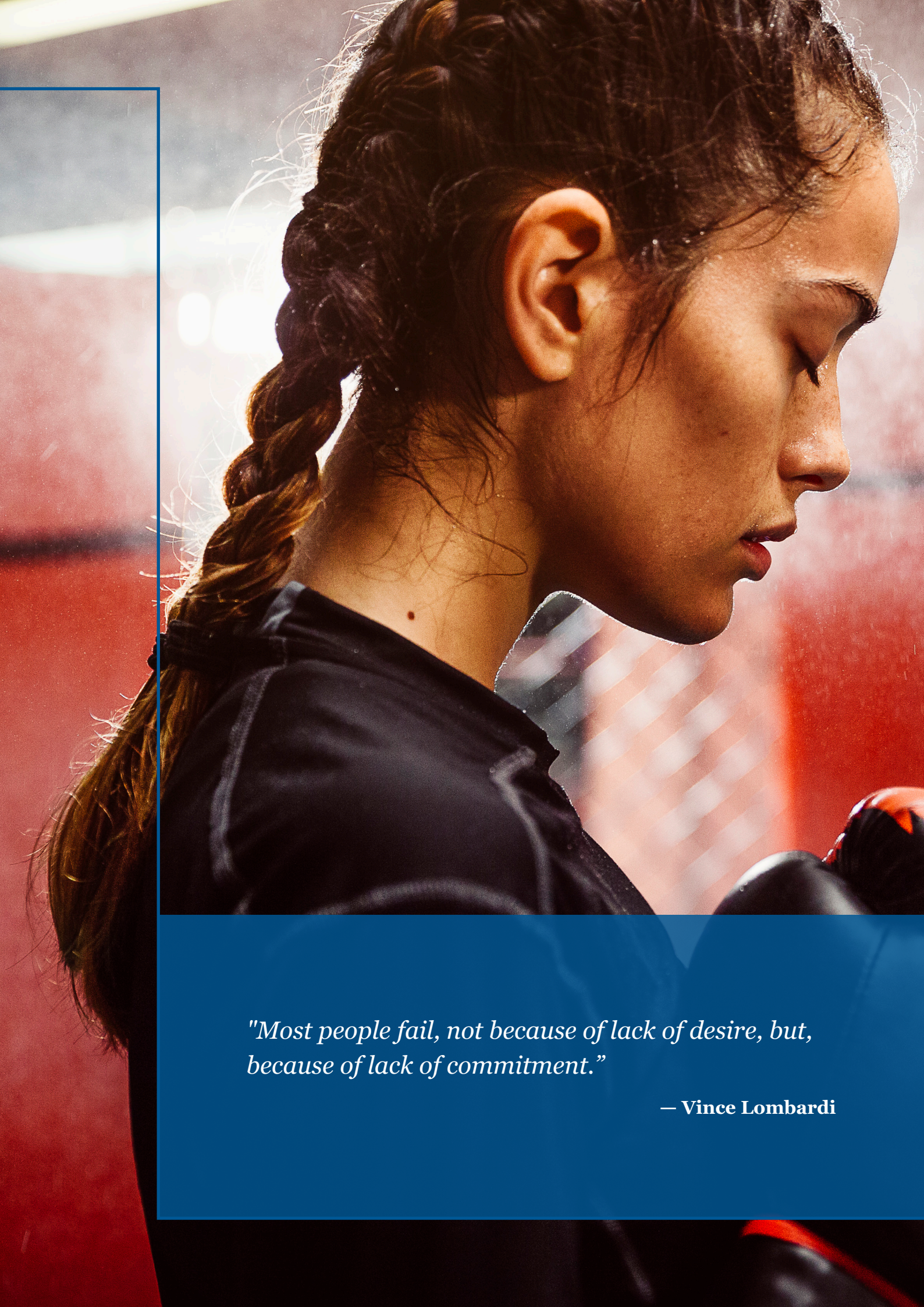
feel bad or blame yourself for such things. Who knows where they came from? Just let them go. Martin Luther said that there is a difference between ravens *circling* your head, and allowing them to build a nest *inside* your head. The Talmud also speaks to what can happen when you allow an emotion to take control of you—something can begin as a thought, eventually become a matter of how you behave, then becomes a habit, and finally becomes a character trait.

Such a behavior change isn't something that "just happens." It's something you have to really work at.

Principles

At the beginning of, and at the bottom of any behavior change, are principles. Any decision is guided by principles. The principles by which you live are critical for your fitness; they help you, they guide you. Principles are rules that help us to have an orderly life.

The principles that guide a person in making decisions are helping the person to build a stable and solid foundation.



"Most people fail, not because of lack of desire, but, because of lack of commitment."

— Vince Lombardi

Principle #2



Fitness of The Body

Of the three different types of fitness we're addressing in this series (body, mind, spirit or soul), fitness of the body is the most visible. It's what everyone immediately sees. In that a salesperson is presenting themselves and their products or services directly to someone else, this is obviously a vitally important topic for sales. Just in walking up to someone—or even being on camera as on Skype or in a Webinar—fitness can be observed just in the way a person bears himself or herself.

Body fitness doesn't necessarily mean (as it sometimes seems to in my city, Los Angeles) racing off to the fitness center three or four times a week and working out to the max. It simply means keeping your body fit, in decent shape. Exercise is certainly part of that, but it can be a personal part; each person will usually find a method of exercise that they really like. Not everyone likes to lift weights, for example. I don't particularly like it. There are other forms of exercise I much prefer, such as swimming, running or skiing.

The opposite of working out to the max is being a couch potato, which isn't something you want, either. Sitting for 10 hours in front of the TV downing potato chips and cola isn't good for a person's body—or mind, or soul. Not that I think watching TV is wrong—I do it, too. But just like anything else, nothing is good for a person when taken it to extremes.

Fuel

In a way similar to an automobile, a body runs on fuel. You must put the right fuel into it for it to operate well. You wouldn't put water into

your car instead of gasoline—and so you want to put the right food and liquids into your body.

There is a whole range of quality in food. In the U.S., meat is an example; cheap run-of-the-mill supermarket meat is full of antibiotics, chemicals and hormones. The same is true of dairy products. Produce can carry pesticides, and be genetically modified. In many ways, especially in the long run, such food does a body more harm than good. Fortunately the trend in quality food has reversed, as we can see with Whole Foods Markets and other organic and natural chains and brands that have become prominent.

Choice of Foods

What a person puts into the body affects how that "engine" runs. There are numerous approaches to choosing the right food for your particular body. One that I particularly like is called Ayurveda, which has its roots in India and goes back thousands of years. According to Ayurveda, there are three primary body types: *Vata*, *Pitta* and *Kapha*. Each person's body falls under one of these.

Vata reflects the elements of space and air. The physical body is long and lean. They don't have a lot of muscle tone. They have prominent bones and dry skin. They have a hard time gaining weight. Emotionally they can be inspirational. They should eat foods such as raw vegetables and dry food.

Pitta reflects the elements of fire and water. Foods such as hot pepper and pickled food can cause a bitter imbalance. Choosing foods that are cooling like cucumber and watermelon help reduce *Pitta*.

Kapha reflects the elements of water and earth, and this is reflected the Kapha diet.

Ayurveda is fascinating. [You can learn more about it here.](#)

The whole point of Ayurveda is to bring the body into balance, and whether you believe in it or not, it does make a point that is agreed with throughout medicine and nutrition: *what you eat affects your whole body*. It's also true that your diet affects the mind and spirit—if you feel terrible because you eat awful foods, trust me, you'll feel the effects mentally and spiritually, too.

Listen to Your Body

If you pay careful attention to your body and "listen" to it, you'll know what's good for it and what isn't. This goes for food and it goes for any other care you take of the body, too—such as sleeping, relaxing and exercising.

This is obvious when it comes to what you eat—for example with the serious reactions from allergies. Less obviously there might be food that just doesn't make you feel good, which probably means you should avoid it.

Giving your body what it likes isn't the same as ingesting something *you* might like, such as drinking to excess. If you "listen" to your body, the next morning it's telling you quite plainly that it doesn't like what you did to it.



This could extend out to activities, too, such as sports. Maybe you love to run, but it hurts your knees so you shouldn't—you should do something else.

Your body will tell you what it likes. Listen to it!

It's What You're Wearing, Too

Being fit extends out to how you groom yourself, and how you dress. This helps make that overall immediate impression.

The way you dress also affects the way you feel. If you can recall the last time you "dressed to the nines" in a tuxedo (if you're male) or a gown (if you're female), you can recall how elegant it made you feel. On the other hand, if you dress totally casual, you feel relaxed.

If you're a salesperson and you're constantly sloppy and going that way to business meetings, it won't go well for you. That doesn't mean you have to wear a tuxedo, but fitness includes presenting yourself well in attire.

Conclusion

I have figured out in nearly 60 years of living that fitness of your body—including all the factors we've discussed here—has a direct impact on your mind and spirit.

How we eat, how we appear, how we treat the body, what we wear, all of that has an effect. Deep down, every person knows exactly for themselves what is good for them. Many of us have stopped listening to our bodies, to the signals that the body is sending—but they're there, and they can be sensed.

The bottom line is, when your body is fit and feels good, it shows. People see it.

As salespeople it's vital we are in good shape. Why? Because sales is a tough job! If you don't feel good in your body, you won't feel so great mentally or spiritually, either. If you're going to provide advice or sell something, you need to be at the top and [become a champion](#).

Which means...you've got to be fit!



"Movement is a medicine for creating change in a person's physical, emotional, and mental states."

— Carol Welch

Principle #3



Emotional Fitness

Emotional fitness is important for anyone, but is crucially important for a salesperson. Something like 90 to 95 percent of the interactions a salesperson has are negative. Phone calls and emails are ignored. Gatekeepers furiously protect decision makers. Many have a 5 to 10 percent closing ratio. There is even constant resistance to prospecting.

How does a salesperson deal with what we could call the "dark side of selling"?

We Are Not All the Same

All the headlines right now are talking about the lawsuit filed against Google by ex-employee James Damore. The lawsuit contends that Google "discriminated against employees for their perceived conservative political views," among other things. From what I can see, Google's efforts in this matter have been to try and force everyone into the same mold—in this case a left-leaning mold—and discipline those that didn't fit.

It's a similar action to that being taken by today's sales artificial intelligence: an attempt to blend together and perhaps even eliminate gender, racial, cultural and age differences. There's a reason for programming AI algorithms to do this—if they don't, it becomes impossible to predict human behavior. The thinkers of the Austrian School of Economics, such as Ludwig von Mises and Joseph Schumpeter, have been making the case for over 100 years that human behavior, by its very nature, *cannot* be predicted. The statistical methods being used by Google and others are being used in an attempt to predict how people will react.

Another angle on this "sameness" is one you've probably had experience with. You run into someone you haven't seen for many years and they say, "You haven't changed a bit!" The truth of the matter is that you have probably changed a great deal, and not just physically. What if you've changed for the better? What is meant as a compliment actually comes off like a curse.

Emotional fitness of a salesperson speaks to culture, language, gender, age, many other individual aspects of that person, and those of all the people they deal with. Our industry today seems to be trying to eliminate all these differences, just for the sake of easy analysis.



4 Tips for Overcoming Obstacles

Emotional fitness also means the ability to overcome the many obstacles and barriers that occur in sales; dealing with the "dark side of sales." It's interesting that this side of sales is often ignored in texts and promotion about sales. Instead they discuss making a lot of money, having an easy life, the travel—the beautiful side of it all. The only famous work that references how dark it can all be is Arthur Miller's famous play *Death of a Salesman*.

Salespeople come across obstacles not found in other professions. Here are 4 tips for overcoming them.

1. Negative emotions are powerful, and can be used in positive ways. An example given in my ebook [Emotions in Sales](#) told the story of how

Muhammad Ali turned the fear he felt before his first major heavyweight fight against Sonny Liston (for which the stated odds against Ali were 7-1) into the cocky confidence for which he would become famous. In the days leading up to the fight, he publicly taunted Liston with lines such as his now-legendary “Float like a butterfly, sting like a bee; your hands can’t hit what your eyes can’t see.” He called Liston “a big ugly bear” and said that “After I beat him I’m going to donate him to the zoo.” Ali, as history shows, went on to win that fight in one of the biggest upsets in boxing history. The lesson we can learn from Muhammad Ali is a very profound one: It isn’t the fear that you feel, it’s what you do with it that matters.

Another example given in the book is the use of anger to determine something you need to actually have empathy for—because anger completely cuts off empathy and can lose you a sale. “Pulling yourself up by the bootstraps” and forcing yourself to be empathetic is one way you can utilize anger in a positive way.

2. When confronted with an attitude from someone else, you can realize that what’s happening isn’t *inside* of you, but *outside* of you. For that reason you can decide to deal with it objectively.

3. Every emotion has polarity, positive and negative. As a salesperson if you run with a negative attitude—for example you’re desperate for money and make a bad deal for your customer—it can have negative ramifications on your career, especially in today’s connected world. Bad actions on your part can follow you for the rest of your life.

We all experience extreme emotions. The question becomes, do we choose to engage in negative extremes of such emotional states? You might have heard or read [the recent story about the actor who shot his wife](#), and has now been convicted of murder and will spend the next 40 years in prison. The anger he felt at the time of his crime might have been correct for the circumstances, but the action he took was obviously horribly wrong. Not only is his wife gone, but now he’ll be imprisoned for decades. If he had just stopped and questioned his actions at that moment, perhaps his wife would still be alive and he’d still be a free man.

The key to such emotions is not so much to push them away, but to integrate them into a higher purpose. How can you overcome the tendency to take to the wrong polarity? Simply by stopping and examining the situation, by realizing it doesn’t make sense. Take a good

hard look, and wonder if that negative reaction is something that will truly benefit you in the long run.

Utilizing a tool like this is even more important in sales than it is in other professions, simply because a salesperson is hit with so much negativity. A doctor or an airplane pilot, as two examples, aren't confronted with nearly this many negative attitudes.

4. Every day you should perform a cleansing of your thought process, just as you cleanse your body on a daily basis. For example, if you sleep on a problem you've been having or a decision you've been pondering, the next morning it will often look different. Take a look at the issues you were pondering yesterday, and ask yourself if you would make the same decisions today as you did yesterday. If the answer is "no" you probably have some more evaluation to perform about those issues and should probably sleep on them some more.

You Are the Driver

The bottom line of emotional fitness is that *you* are the driver—life or circumstances don't drive you. There are numerous practical exercises that you can use to put yourself in the driver's seat. One is given above—to stop and give it some rational thought.

Another is what I call the *anchor*. When you experience something emotionally beautiful, you consciously create an anchor to that experience—one that includes all of its emotions, visions and feelings. At a later time, in a bad situation, you can tap into that anchor and once again release that wonderful feeling you had then. It can save a bad situation, or even make it seem not so bad anymore.

In all cases, you need to drive on the positive side of emotions. If you don't, you will never be successful in sales—and you will never be fit.

Fortunately, emotional fitness can be learned!



"Desire is the key to motivation, but it's determination and commitment to an unrelenting pursuit of your goal—a commitment to excellence—that will enable you to attain the success you seek."

— Mario Andretti

Principle #4



Salesperson Ethics

Sales ethics is the subject of many books, and the subject of chapters of yet other sales books. It's something that many experts think every salesperson needs to worry themselves about. And so they should! But I don't think they should worry themselves about it in the way that these books spell out, and I think that the subject may be far simpler than many sales experts would lead you to believe.

The Spirit

Before we get to ethics proper, first I need to address a part of the human being that some people don't even believe exists: the soul, or the spirit. Some say that you *have* a soul or spirit, and yet others claim that you actually *are* a soul or spirit, inhabiting a body. I only mention that in passing, as it is well beyond the scope of a book on sales.

Whatever name you give that part of humanity—the soul, the spirit, or many other names given by different religions throughout time—one thing is clear: human beings possess a factor that is beyond the simple flesh, blood and brain.

Native Knowledge

This part of you—and for the sake of brevity, we'll call it a spirit—has a native knowledge. There are actions that you simply know are wrong without someone telling you. For example, having sexual relations with a parent. In any nation or race, this is forbidden.

Why? Because no matter your nationality, creed or religion, there are deeds that are considered wrong by a person's consciousness, the spirit. There is an awareness of these things, and you can tune this awareness almost like an instrument, making it more sensitive or less sensitive to proper conduct. Some say you can even kill off this sensitivity; how else could someone be a guard in a Nazi concentration camp, for example? Or commit premeditated murder?

Altruism

There is a core component of humanity, part of this spirit, [that is even demonstrated by chimpanzees](#). It is called altruism.

Altruism can be defined as the action of giving or caring for someone without any expectation of a return action or assistance. Real altruism is when you live in a neighborhood and consider all your neighbors your friends. Or (in the old example of a Boy Scout) you help an elderly person across the street. Or when you pick up something a stranger has accidentally dropped, and hand it back to them. In any of these cases, you expect no immediate return in kind.

In sales, such an action would be the assistance of a potential prospect without any expectation that the prospect "will one day bring me this great opportunity."

When we speak of altruism, we're talking about a part of the spirit. It leaves behind the "super ethics" of sales as taught in books, because people already know it.

Listen To Your Inner Person

As has been pointed out by many philosophers throughout the ages, there is no absolute right and absolute wrong. In each case you must take into account the context, and judge for yourself. You must make decisions such as, "Shall I tell the truth?" "Shall I be open?" "Shall I be transparent?" "How far should I go in opening my books?"

The answers come out of your consciousness. You must listen to your own "inner person," your consciousness. Salespeople must learn to listen to that inner person, for when they speak, you know exactly what is right.

At the same time, neglect the “wrong” voices that might tell you to do the wrong things.

We all have different beliefs in God, or none. I personally believe that God lives in all of us, that there is a piece of God in each of us. There is a portion of creation in each person—otherwise how could we create? It is this same part of us that tells us what is good what what isn't.

I do realize this issue isn't necessarily so simple, and we'll address it in its more complex form at a later time. But for now, this advice can actually get you through.

Taking Responsibility

Because we all have this innate knowledge, I don't believe that ethics should be contained in a catalogue of "dos and don'ts" of rights and wrongs. I don't believe this helps us.

Instead, people should strive to have their own self-consciousness and self-responsibility. Listen to that inner voice. We can't simply preach right and wrong to people, because they actually do know it. Following self-responsibility means freedom, and only free people can make decisions.

Honestly, I feel that all the rights and wrongs published in sales books have been put there to try and make irresponsible people responsible. In fact, people simply need to grow up and become adults, become responsible for their own actions, and follow what they already know.

When a person commits a crime, there are consequences. Ultimately the state forces them to take responsibility for their actions. In sales, there are consequences, too, when a salesperson betrays a prospect or a customer. Especially in our totally connected world, that bad action is going to follow that salesperson for the rest of their life.

Taking responsibility means owning up to actions and not blaming others. That is childish behavior: "It wasn't my fault!" "I didn't know!"

An adult is someone who has learned to be responsible, and lives by the consciousness of their inner instrument, that inner voice. They haven't become dull to it, but have tuned into it. That voice leads them to altruism.

Freedom

Self-responsibility, responsibility for one's actions and responsibility, too, for others, leads one to be free. In fact, it could be said that there is no other freedom.

Going back to the American Revolution, it can be seen that the freedom that they fought for was freedom for their communities. America, at that time, was composed mostly of tiny communities, in which people were responsible to themselves, to the group and to each other. If they weren't responsible, they were expelled from the community.

Today salespeople live in a much larger, but likewise connected, community. In that context a salesperson must also be responsible, should have that consciousness of right and wrong, should have that sense of altruism. For that reason a salesperson must always be listening to that voice, and know what is right and wrong behavior in any given circumstance.

Because we are aware of this inner nature, we at Pipeliner have no catalogue of ethics. We do have core principles, such as "Learn from your mistakes." These can be used as guidelines.

But ethics is something a person actually knows, and must follow. And because freedom has two sides—freedom and responsibility—taking that responsibility through ethics means freedom and success.

Result

At the end of the day, the whole purpose of ethics in sales is the production of a result. Salespeople who follow an intrinsic ethical principle, altruism or consciousness, will be more successful in the long run. Simply being hammered with “dos and don'ts” in the end doesn't bring someone up—only following a conscience does that. Following your own consciousness can be likened to following a flow forward, where trying to adopt a whole list of rules is like going *against* the flow.

Going *with* the flow is also using your altruistic instincts for the good of others in sales, whereas going against the flow would be the “old school” sales of being rude and pushy.



"Take care of your body, it is the only place you have to live."

— Jim Rohn



Principle #5

Holistic Fitness and the Amazing Tom Brady

As we've discussed throughout this ebook, fitness isn't just a matter of one's body. There is also fitness of the mind, and (believe it or not) fitness of the spirit. Most importantly, these must all be addressed together, holistically, as many Asian cultures tell us—unlike the ancient Greek, who considered you could address either the mind, body or spirit separately and ignore the rest. We now know how untrue this is.

The ancient Hebrew had a word for acknowledging someone as a woman—the word *Jada*. It included a holistic view of getting to know a woman before getting married. This holistic approach is what need for all human beings.



Holistic fitness makes for an authenticity that cannot be missed. It can be seen in a person's appearance. A very powerful demonstration of this fitness can be seen in the amazing quarterback Tom Brady, now leading his New England Patriots to yet another Superbowl. The discipline you can observe both in himself and his team is amazingly represented. He is obviously very fit in his body and mind—just watch him operate. It can even be seen when he talks; when he is interviewed, you don't get an arrogant attitude of "look how good I am." He is praising his team in a very natural, easy going way.

We can also see when someone is fit in one part, and very weak in another. Some of the most famous actors of old Hollywood are prime examples—they were fine actors who lived miserable lives, even while adored and admired by the public. Richard Burton and Elizabeth Taylor drank and smoked to amazing excess. Marilyn Monroe died tragically by her own hand. James Dean recklessly drove his car into a horrific auto accident in which he was killed. Neglecting a part of your fitness will, in the end, catch up to you.

So again, you must be holistically fit.

Salesperson Fitness

In wrapping up, I'll provide 5 tips for salesperson fitness that sum up and add to the advice given throughout this ebook.

1. There is something being touted today as "life balance"—that you must totally balance your life. I consider this complete poppycock. It must be *you* that is in balance—in mind, body, and spirit or soul. When you are balanced, you can then balance your life.
2. You are the decision-maker, the driver, of your life. If you know a something is not working, be it a pattern of health or a pattern of behavior, it is up to you to fix it. Don't wait for the doctor to tell you, for example, that smoking is bad for you. This certainly goes for sales, too—if you see something you're doing doesn't help you sell, change it.
3. As a salesperson, you are more a part of a community than just about any other profession. A salesperson functions through a community, through relationships. Relationships are made by contacting and speaking to others. If you simply wait for someone to knock on your door, you're going to be waiting a long time.

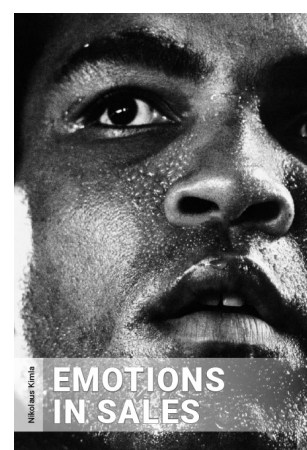
4. Take the time to laugh! A good sense of humor makes life easier. Of course there are serious parts of life, but don't take *everything* seriously. If you take a serious view of everything, then everything will be serious. With a twinkle in your eye, with a little more humor, life can become much easier.

5. My final advice to top off all fitness is, fine your happiness! If you don't have fun and happiness in your life, you will never be fit. Fun means enjoying life. Take, for example, food. If you're going to spoil your diet a little bit and eat a hamburger, do it with gusto! Eat it with all your heart, and know that the next day you have to take that run. Or if you're going to have a glass of wine, enjoy it!

Believe it or not, this all comes back to sales. When you enjoy something, you are participating in life. If you're not participating in life, and you feel your life is miserable, how can you enthusiastically sell something, and provide value to a customer?

You can have a happy life—it's totally up to you. It has less to *do* with life's circumstances than what you do with those circumstances, what you make out of them. And when you do participate in life and find happiness, that is also when you find meaning in life. As Victor Frankel mentioned in his outstanding book *Man's Search for Meaning*, every person has to find his or her meaning in life and for a salesperson, [there is nothing more important.](#)

RECOMMENDED EBOOKS



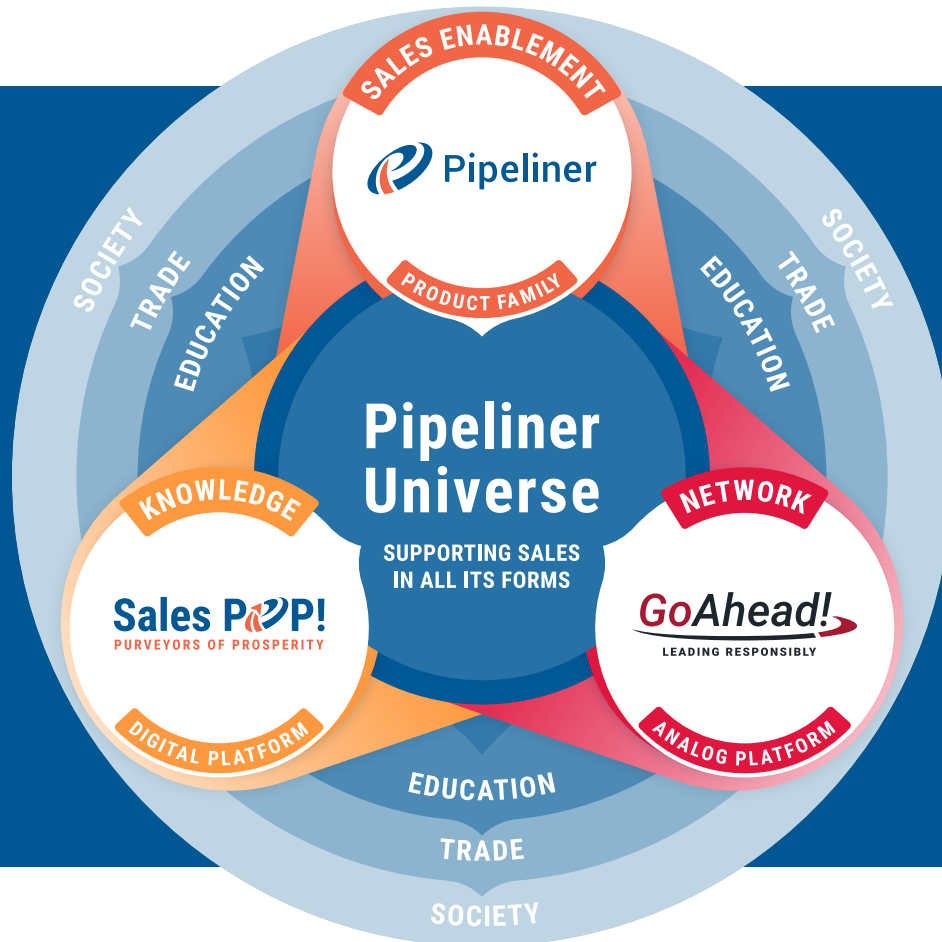


"I'm convinced that about half of what separates the successful entrepreneurs from the non-successful ones is pure perseverance."

— Steve Jobs

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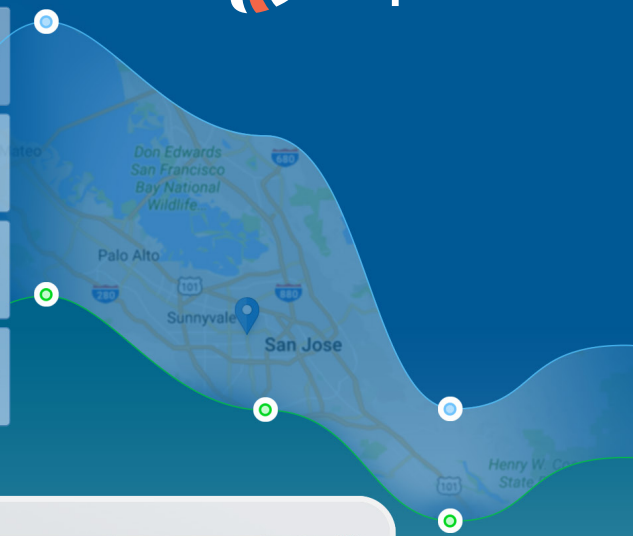
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