



## Are You Being Your Own Best Sales Boss?

### Description

Sales is truly [the best career out there](#) but like anything there are ups and downs. Being in sales is basically like running your own little business, with the upside that often you have the benefit of not having to pay for your own supplies, expenses or operation costs. However, the downside is that in this little business of yours, you only have one employee: yourself.

In sales, you're essentially your own boss and the best salespeople are the ones whose bosses (i.e. themselves) are the toughest on them. *The secret sauce of sales success is that you need to be able to hold yourself accountable and push yourself beyond what someone else might push you to do.*

**Do you have what it takes as your own sales boss to make sure your one employee (YOU) is doing all they can to maximize their performance and potential? Start by:**

- **Setting some goals.** Make sure they are specific SMART (Specific, Measurable, Aligned, Realistic, Timed) goals and that you have ways to hold yourself accountable to them.
- **Working long days and full hours.** Force yourself to stay as productive as possible, even when you want to cut corners or stop.
- **Dotting all your i's and crossing your t's.** For example, make sure you're fully prepared for all meetings and that you're properly debriefing afterwards.
- **Maintaining a positive outlook.** Sales can be challenging. Stay positive despite any adversity or challenges you might face as your attitude and motivation are the largest factors when it comes to your success.

In sales, the sky really is the limit. You'll get out what you put in, so make sure you're putting in the time and effort, holding yourself accountable and working hard so you can see amazing results!

### Category

1. Articles and Blogs
2. resources

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**Author**

lisa-peskin

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