

YOUR CONVICTION COUNTS

The late Mary Crowley, founder of Home Interiors & Gifts Inc., commented that one person with a conviction would do more than a hundred who only had an interest.

She was right. Commitment is the key to staying the course and completing the project. Conviction always precedes commitment.

When you're convinced as a salesperson that you are selling a marvelous product, your demeanor, body language, voice inflection and facial expressions communicate to the prospect that you fervently believe you're offering something of value. Many times the prospect will buy, not because of his or her belief in the product, goods or service, but because of the belief of the salesperson in the product being offered.

Our feelings are transferable. Courage can be and frequently is transferred to the other person. Convictions are the same. The teacher who fervently believes in the message he delivers will persuade the student by the very depth of that conviction.

One of the popular quotes of Mary Kay Ash, founder of Mary Kay Cosmetics, is this: "Many people have gone a lot farther than they thought they could because someone else thought they could."

In short, their confidence, born of someone else's conviction, enabled them to make it.

"Conviction comes from knowledge and a feeling that what we're teaching, doing or selling is absolutely right," wrote Zig Ziglar, the late author and motivational speaker. "When we transfer that conviction to those within our sphere of influence, they and society benefit."

"Show me a person of deep convictions and I'll show you a person who has made a commitment to deliver those convictions to others," Ziglar continued. "Show me a great leader and I'll show you a person of deep convictions who is able to attract followers because of those convictions. I'll also show you a person who is happy in what she is doing and far more successful than people who do not have those convictions."

The message: Buy that idea, develop those convictions and make that commitment.

– Beecher Hunter

