



Conceive, Believe, Achieve



Art Waskey

Art Waskey is a speaker who truly delivers. In addition to a 45 year career in sales and marketing, Art is the author of multiple books on selling and a monthly column *The Art of Sales*. He shares these insights as an in demand event and conference speaker as well as leadership coach.

My sales career has given me the opportunity to call on many successful people in different types of businesses and with varying levels for education. These associations have allowed me to learn about the ways individuals find achievement. While the variety of paths taken on the road to success is astonishing, they all share one direction — *belief in oneself*.

To achieve success you must not just conceive of a way forward, you must believe in it. Napoleon Hill (naphill.org), *Think and Grow Rich*, stated, “*Whatever the mind of man can conceive and believe, it can achieve.*”

How to handle success

Being successful puts you in a leadership position, where it is important that you consider and understand the needs of those you lead.

Authority and responsibility – Accepting a position in sales, or any other form of leadership, is a choice you make. Such positions mark you as

a representative of your company and enable you to expand your realm of influence. This is a large responsibility and one you must treat with respect.

Develop power wisely – We have all been endowed with enormous potential and capacity, but sometimes it’s hard to recognize. I’m reminded of the farmer’s son who was afraid that the bulls would charge him when he was on their side of the fence. He lost his fear when he learned to drive his father’s tractor. Now he could chase the bulls.

Find and master the tools you need to succeed. As you progress in your sales and leadership roles, you will develop additional gifts and talents through “hardwired capacities.” Learn from others in your company and from your manufacturers’ reps. Let “iron sharpen iron.” The more education you gain through books and training, the greater your power. subordinate what you want now for what you want later. Expand your choices and



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capacities. Your mind is like a muscle. Use it and it will grow stronger. Neglect it and it weakens.

Permission – When I proved to my parents I was a safe driver, I was given the keys to the family car. Likewise, as I climbed the sales management ladder, I was given the keys to the businesses I was managing.

If you believe in yourself and work hard, there will come a time when you are trusted with permission to lead. That permission comes with an understanding that you no longer have to ask what to do but are expected to know what to do and to report on it. You have been entrusted with the responsibility to set pricing, sign contracts, commit assets, etc. Most critically, as a leader you are obligated to make decisions that protect and enhance the company's bottom line.

Life-satisfying privilege – In his book, *See You At The Top*, Zig Ziglar (Zig_Ziglar) wrote: *“The real opportunity for success lies within the person and not in the job. Success is not a destination, it is the journey, it’s the direction in which you are traveling. The privilege of leading people is that you can get what you want, instead of having to want what you get. When you set a limit on what you are going to give and do, you set a ceiling on how high you are going and what you will have when you get there.”*

Designed for accomplishment

Henry Wadsworth Longfellow stated, *“The greatest tragedy of the average man is that he goes to his grave with his music still in him.”* Carefully consider your position of authority, responsibility and power. Plan to go as hard as you can, for as long as you can — **conceive, believe, achieve.**

5 KEY TAKEAWAYS

1. What the mind can conceive, it can achieve.
2. Being successful puts you in a leadership position.
3. Authority is a large responsibility. Treat it with respect.
4. We all have enormous potential. Develop it wisely.
5. Plan to go as hard as you can, for as long as you can.