

The
**Dealer
Channel
Improvement
Center**

Articles about Sales •
Social Media •
Marketing • Leadership

And Presentations By
John Tschohl
Bob Licari



NEW

A Video
Presentation By
Brian Johnson

*See Page 3 -
Personally Speaking Column*

Giving It Your Best Shot

by John Tschohl

*The only person you are destined
to become is the person you
decide to be. —*

Ralph Waldo Emerson

The biggest difference I've noticed between successful people and unsuccessful people is the belief they can make their goals happen.

What you believe influences the way you interpret events, how you feel, and behave. Most of the time, those beliefs turn into self-fulfilling prophecies.

Use a skill called “acting as if.” According to Jack Canfield, co-author of *The Success Principles*, by acting “as if,” you will become the kind of person capable of creating the kind of success you want – and this will trigger your subconscious mind to find creative ways to achieve your goals.

You are a “Brand”. Write down your positive attributes.

Continued On Page 50

continued

Ask family, ask friends what they like most about...you. Now, just act like it. Be confident and behave as if you *are* a savvy person. Follow these simple concepts:

Belief – Believing in yourself is being sure that you will do what you want even if others stand against you. It's your goal. Don't waste time focusing on what others think, it's what you believe. Take control and use positive thinking daily.

Dedication – It's part of your make-up. It's part of the way you do things. Remember, all successful people have been dedicated to what they are doing.

Focus – It's a focal point to aim for. For example, the object in target shooting is to aim for the center. The same standard applies for success. Successful people call these centers their goals.

Skill – It's the right combination of skill sets in order to be great. If you want to be the best

on the rodeo circuit, you have to master the skills necessary to stay on that horse and how to get back up without fear.

I constantly remind employees and clients that it's about *your* life, it's about succeeding in whatever *you* choose to do. Great things are not going to happen for you unless you believe it.

Repeat after me.... "*I believe in myself.*" -- John Tschohl



John Tschohl is a professional speaker, trainer, and consultant. He is the President and founder of Service

Quality Institute (the global leader in customer service) with operations in over 40 countries. John is a self-made millionaire traveling and speaking more than 50 times each year. He is considered to be one of the foremost authorities on service strategy, success, empowerment and customer service in the world. John's monthly strategic newsletter is available online at no charge. Visit his website at: www.customer-service.com.