When I owned NRS Media, Michael Botta was one of the best sales guys.

Michael was one of our longest-standing staff members at NRS Media and was based in our Long Beach office in good ‘ole’ USA.

He was in front of thousands of media salespeople each year and travelled for weeks on end with our NRS Media message.

He understands the importance of work. Here is his definition of W-O-R-K:
W: Weighing
O: Opportunities
R: Repeatedly
(with)
K: Knowledge

We come to work, and what makes it frustrating for many of us at times is that we are challenged to continually Weigh (consider, ponder, create) the Opportunities (challenges, problems, setbacks) that are Repeatedly uncovered during our day, which then causes us to tap into our Knowledge (experience, success, etc.) to fix the problem.
This is a never-ending process.

Is work a gift?

Work should be viewed as an incredible gift that makes us more helpful to others. Businesses all over the world are happy to compensate you for your WORK.

Work is the giving of yourself to help another. Work is the best thing for us because, by its very nature, it brings out our best qualities, intentions, and solutions.

What work isn’t:
If, on the other hand, one views’ W-O-R-K’ as: Wanting Others to Replace my Knowhow, then that individual is essentially holding back their unique gift and perspective and not giving of

themselves to help another.

Work for some people is merely something they have to do and not something that provides them with an open the door to use their creativity – or is not viewed as a unique opportunity to share their creative insight for the benefit of another.

Fear, disappointment, rejection, anger, and blame keep one from doing their best WORK.

How we view WORK significantly impacts ourselves, our families, and the benefit of others. By doing our best WORK, we can change lives for the better.

A great reason to get up and work every day, make sure you do something you love.

Thanks, Mr Botta!

Whatever career you choose in sales, getting help is always good.

That's why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

For more content like this, please subscribe to my YouTube channel.



Good selling.

PLUS: WHENEVER YOU'RE READY…

Here are 4 ways I can help you make more sales in your business – whether your business is big or small.1. Want to become a Sales Mindset Blueprint Member. You get access to an exclusive coaching session with me and full access to my sales programme every month. Get the deets here.

Try the new '7 Days to Sales Success' framework. Make more sales in 7 days—the framework of everything you need to start making more sales in your business. The Sales Success Framework uses a simple 7-day challenge. Click here to find out how you can grow your business by making more sales.

Join our private Facebook group – The Sales Mindset Inner Circle. Get all the latest up-to-date sales ideas. Every week we do Facebook Live updates on all things sales. Tips, ideas, free coaching, and much more. Join me by clicking here

Could you work with me one-on-one? If you're a small or large business owner or in professional services, you might have a few strategies, tactics and tools away from doubling your lead flow, revenue and impact. Please jump on a FREE 15-minute brainstorm call with me by clicking here.