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

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 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 the course of commerce, which then causes us to tap into our Knowledge (experience, success, etc) to fix the problem. This is a never-ending process.

Work is a gift?

Work should be viewed as an incredible gift given to us that make us more helpful to others. In fact, businesses all over the world are happy to compensate you for your WORK.

Work is the giving of yourself to help another. Work is actually the best thing for us, because, by its very nature it brings out our best qualities, our best inventions, our best 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 that they have to do, and not something that provides them an open 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, is what keeps one from doing their best WORK.

The way in which we view WORK has a significant impact on ourselves, our families, and the benefit of others. By doing our best WORK we can change lives for the better.

Great reason to get up and work every day and do something you love don't you think?

Thanks Mr Botta!

Whatever career you decide to take in sales, it's always good to get some help.

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 make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global

powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!