



## Time Out! Three Habits That Will Change Your Life Forever!

Selling can be a very difficult profession. There is constant pressure to find new opportunities, close existing deals, build customer relationships, manage channels, negotiate contracts, play nicely with the factory, get paperwork in on time and always have your car looking good in case the boss decides to visit accounts with you.

It amazes me when I think about all the “stuff” you need to accomplish to be truly successful in selling. Where did you learn how to do all of this? How did you successfully develop the right skills and attitudes? And where in the world do you get the energy to get all of this done and still find time to be a Mom, Dad, Husband, Wife, Daughter, Son or Friend?

Few universities offer degrees in professional selling and most in-house sales training barely scratches the surface of what you really need to master. Eventually most of you figure it out... especially if you enjoy receiving a regular paycheck. The school of hard knocks is a difficult master that I'm not ashamed to admit I accidentally still visit even though I bring more than 20 years experience to every call.

Good news! Turns out there is a better way to enjoy more success. It doesn't require your boss's approval, you don't need to lay out a lot of cash and it takes just an hour of your time. Sound simple? You bet, but for many of you it won't be easy. What I'm about to share has changed my life and I'm confident it can change yours.

Those of you who have attended one of my programs will probably recognize this wisdom. I consistently get feedback that these three little habits hit a nerve deep inside of most audiences. These thoughts have been around for a while, and yet most people choose to ignore them. What will you do?

### **Habit #1. Spend 30 minutes getting regular exercise.**

I'm not suggesting you become a gym rat or a bodybuilder (although either option is good by me). All I'm suggesting is that you spend 30 minutes getting some sort of exercise. Go to the park and walk the dog, get on a treadmill, sign up for an aerobics class, join your local YMCA or visit the workout room at the hotel you're staying at tonight.

Doctors have been telling you for years that exercise is good for you and you know it is true. I like to ask audiences “how many of you feel better and more productive after exercising?” Without exception almost every hand goes up.

Turn off the TV, get off the couch and just do it!

### **Habit #2. Spend 20 minutes a day reading.**

Everything you need to know to be successful beyond your wildest dreams has already been written, you just haven't read it yet! Too many people stop reading knowledge literature when they “graduate” (see all quit their formal education). Today you probably enjoyed the sports page or the lifestyles section of the paper. You spend time reading about other people and their success and failures but you don't spend enough time reading about how you can grow.

You've all spent some time on Amazon... you can find books on sales mastery, leadership, parenting, golf, tennis, health, relationships, gardening (need I go on?).

Find something you're interested in...better yet, find something you're passionate about and start reading. Highlight words, write notes in the margins, study the text and watch what happens to the quality of your life. By the end of the year you will have read over a dozen books, increased your knowledge, improved your mastery and enhanced your success.

### **Habit #3. Spend 10 minutes writing every day.**

Journaling is one of the most powerful and underutilized tools for learning. Centuries ago Socrates wrote that “an unexamined life is not worth living” and I believe his advice is more relevant today than it was in 400 B.C. Spending time to capture your thoughts, feelings and ideas helps you crystallize what you believe in, frees your mind from unnecessary mental overhead and helps you learn about your own habits and hang-ups.

For years I’ve had a tendency to get anxious about getting everything done perfectly and on time. This anxiety put stress on me and my personal relationships. Once I started writing about these situations I began to look back and discovered that everything always seems to get done on time (and the stuff that didn’t get done turned out to be no big deal!). Sounds simple, but the power of learning from your own words and ideas is tremendous. I encourage people to buy an expensive leather notebook to journal in because the value of what you will write inside will far exceed the cost of the notebook. Try this consistently for 30 days, and if you don’t find value in this exercise then I will buy the leather notebook from you.

### **30/20/10**

Thirty minutes of exercise, twenty minutes of reading, ten minutes of writing. An hour may seem like a lot of extra time that many of you believe you don’t have. You might have to make some hard decisions about watching less TV, getting up earlier or saying no to some “busy” work. But think of the incredible investment you’re making in yourself and the awesome example you are setting for your spouse, kids, friends, family and colleagues. Don’t let this opportunity slip away!

*Speaking of Sales* is about finding, winning and keeping customers for life. If that’s part of your job, then you won’t want to miss the next issue.

Best Wishes For Your Continued Success!

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*Tim Wackel is hired by sales executives who want their teams to be more successful at blowing the number away. Tim’s “no excuses” programs are insightful, engaging and focused on providing real world strategies that salespeople can (and will!) implement right away. Sales teams from BMC Software, Cisco, Fossil, Hewlett Packard, Allstate, Thomson Reuters, Raytheon, PricewaterhouseCoopers, Catalina Marketing, Philips Medical Systems, Red Hat and TXU Energy count on Tim to help them create more success in business and in life.*