

## Beats Having a Job

By Mike Stewart, CSP



**Thank your lucky stars if you are successful and feel like you don't have a job.** Jobs take their toll. Recent research shows that 75%-80% of us just do enough to get by, and 8% to 10% are so burned out by their jobs they have no life to speak of. That only leaves about 12% to 15% who feel like they are giving their very best to their work.\*

**People usually give their best because they enjoy their work.** According to virtually every study I've ever seen, enjoyment of the work is the greatest motivator of all. Of course, many factors go into what it takes to enjoy one's work, and the mix is likely different for different people.

**Think about the factors that make sales such enjoyable work.** I have had workshop participants and clients' salespeople do this exercise many times. You won't be surprised at the lists they come up with. Some of the most-mentioned factors are: Freedom to be my own boss, write my own paycheck, make a lot of money, set my own priorities, schedule my own time, be judged by results, authority to get the job done, and control my own destiny.

**Only executives enjoy such freedom and opportunities,** in addition to salespeople, in most companies. Managers in departments other than sales do not. Salaried or hourly employees do not. Even most contract contributors do not. Almost all these people are severely limited in what they can accomplish and how much they can earn. Even their sometime bonuses are usually restricted by how well, or poorly, others are doing.

**Most people have safe jobs, salespeople have opportunistic situations,** and there is a big difference between the two. Generally, most people are restrained by the restrictions imposed upon them by their jobs. Salespeople, like executives and entrepreneurs, are inspired and emboldened by the prospects of achievement and financial reward offered by their situations. As a participant in one of my workshops said recently:

***"It sure beats having a job!"***

**Beware letting your sales position turn into a job** like way too many people I see day in and day out who are more concerned about what they aren't being given than the opportunities they have to take what they want. What pitiful circumstances these

people create for themselves and their futures, their families who depend utterly upon them, and their companies who have entrusted their reputations to them.

**Thank your lucky stars that you are a sales professional** with the freedom to control your own destiny, the opportunity to perform at the highest possible level, and, unlike the vast majority of other people in your company, ***earn what you're worth!***

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