

Creating a Selling Mission Statement

The main key to our selling success is staying motivated on a continuous basis. The best way to do this is to be mission oriented – focusing on the real purpose we are out there.

Why would you say you are out there selling – what is your purpose?

What are some of the values you feel you project into your selling career?

What really motivates you about selling?

What success do you wish to gain from your career?

What do you feel your company and you do better than any other company in your industry?

Now, underline the key words and phrases you really like.

Let's create your mission statement:

My mission is.....

Ways to use a personal mission statement:

- 1. Read daily.**
- 2. Put up where you can see it.**
- 3. Show it to friends, family, customers and associates.**