



ENTHUSIASM SELLS!

Whether you are selling a product or service or want to sell people on your ideas or want to get people to follow your lead, being enthusiastic will help you be more successful. Enthusiasm is an outer expression of your inner passion. When a sales manager overheard a sales person say they were enthusiastic about their product, the sales manager said, "Why don't you let your face know it."

Enthusiasm is a zest for or an extreme interest in a subject, cause, or life itself. It is more than excitement or inspiration although excitement and inspiration are usually a part of a person's enthusiasm. Enthusiasm usually starts by being curious about something. When you are curious about something you naturally take an interest in it. Then you gain knowledge about it. And, finally, when you develop belief in what you became curious about, your enthusiasm will blossom.

When I was 36, a neighbor played in the finals of the club championship at a local tennis club. Watching my neighbor play at a high competitive level caused me to be curious about playing tennis which led to me taking an interest in tennis as a hobby. That curiosity and interest caused me to gain knowledge about tennis through reading books, listening to recordings on tennis, subscribing to Tennis magazine, watching matches with greater interest, taking lessons, and lining up practice matches.

I started to believe that I could play competitively. As a result of my being curious about tennis, taking an interest, developing knowledge, and believing in myself and my ability, I became enthusiastic about tennis. My enthusiasm for tennis caused me to play tennis competitively for over 25 years. As a result I maintained good physical health, made a lot of great friends, and my tennis successes boosted my self-esteem which, in turn, helped me be more successful in business and have a more enjoyable life. Being enthusiastic about anything can bring benefits elsewhere.

If you are not naturally enthusiastic, start acting enthusiastic. Get curious about new things; take an interest; gain knowledge; and develop belief. Enthusiasm sells. It gives you energy and communicates that you are happy and successful. It creates a positive aura and helps you relax and feel confident. As stated in an earlier Coaching Tip, "it is easier to act your way to a new set of feelings than it is to feel your way to a new set of actions." If you want to BE enthusiastic, ACT enthusiastic.

Emerson said, "Nothing great was every accomplished without enthusiasm." Alfred Krebs, the hotel owner, said, "There can be no success without enthusiasm. The secret of a full life is lots of enthusiasm, the kind that keeps you fighting and winning over all obstacles – and enjoying every minute of it."

Thoreau said, "None are so old as those who have outlived enthusiasm." Coleridge said, "Nothing is so contagious as enthusiasm." Kemmons Wilson said, "If you don't have enthusiasm, you don't have anything."

Jack London said, "I'd rather be ashes than dust. I would rather that my spark would burn out in a brilliant blaze than be stifled by dry-rot. I would rather be a superb meteor, every atom of me in magnificent glow, than a sleepy and permanent planet. The proper function of a person is to live, not exist."

In addition to the above, the good news about enthusiasm is... IT DOESN'T COST ANYTHING.