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BUSINESS NETWORK INTERNATIONAL
The World's Leading Business Networking & Referral Organization

Belonging to **BNI** is like having a whole sales force working for you.

**Keeping Your Focus
with a P.M.A.
during COVID-19**

THE EDUCATIONAL MOMENT

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P.M.A. – POSITIVE MENTAL ATTITUDE*

“Success is the ability to go from one failure to another with no loss of enthusiasm.” ~ Churchill

I. P.M.A DURING COVID-19

- a. Business is action-oriented.
 - i. You make calls, set appointments, suit up and deliver the message;
 - ii. **It's poetry in motion to punch your ticket to get to the nitty-gritty;**
 - iii. All of this is worthless if you are a pessimist.
- b. Pessimism ...
 - i. Undermines your self discipline and purposeful action;
 - ii. **Disempowers you by providing excuses to give up;**
 - iii. Always finds a way to rationalize inaction to absolve your ego of responsibility.

II. OPTIMISM & SEEING SUCCESS

- a. **“I make a difference.”**
 - i. When you create value, you make a difference;
 - ii. I will succeed. **Whether you predict win or lose, your actions will bear out;**
 - iii. People will help me. Ask! You miss 100% of the shots you don't take.
- b. Things will go wrong yet can work out in the end.
 - i. Bounce back bucko. **When you are optimistic you take ownership of your failures;**
 - ii. Accept it. You and you alone are responsible for your results.

III. EMBRACE IT & LEARN

- a. **Embrace the responsibility for your results and acknowledge the ability to change them.**
- b. Learn from it. Failure offers powerful lessons.

IV. (7) WAYS TO DEVELOP OPTIMISM

1. Keep a gratitude journal;
2. Keep a record of the value you create;
3. List your accomplishments with specific results;
4. Include the value you have brought to your sales engagements:
How did you inspire/help another?
5. Discard unhealthy beliefs;
6. Avoid cynics, critics, slackers and burnouts;
7. Go on a negativity fast.

• SUMMARY •

Optimism is the Silver Bullet

A mixture of self-certainty, self-confidence and hope. You ~ YOU ~ make a difference. Plans go sideways; This doesn't mean planning was worthless. **It's the planning that prepares you for the unexpected.** “You got this.” Develop your optimism as you would develop whatever it is people pay you to do.

*Today's presentation is brought to you by the **Letter “O”** and the **Number “14”**, and inspired by Anthony Iannarino and his writings in ***The Only Sales Guide You'll Ever Need.***