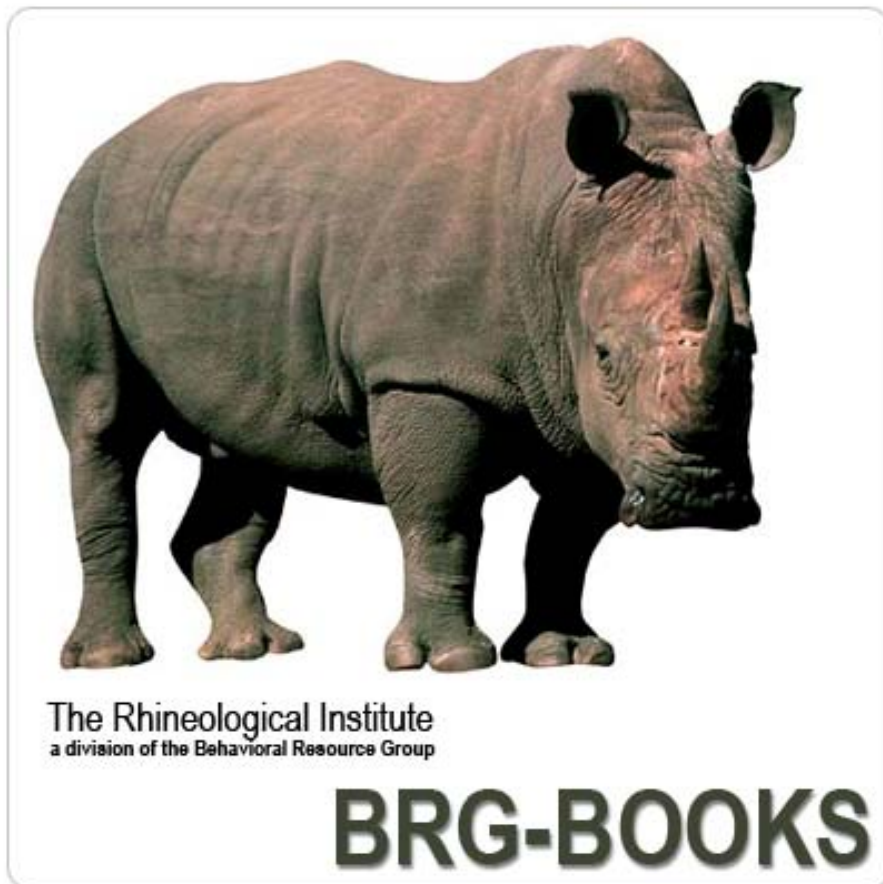


# Behavioral Resource Group

**Presents:** little source materials by: Steven M. Sisler CPBA, CPVA,

## Cute Little Success Book



The Rhineological Institute  
a division of the Behavioral Resource Group

**BRG-BOOKS**

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## Cute Little Success Book

### *8 Key components*

#### **Self-worth**

Successful people actually like themselves. If you don't like yourself, good luck trying to like someone else. If we cannot effectively love ourselves, we cannot expect to love others in an effective way because our ability to love comes first from our view of self. If I do not believe that I am worth loving, then my ability to add worth to another individual is dramatically diminished. How can someone who is deemed worth-less, add worth? In-looking is not only more important, but it has a tremendous effect on our outlook. Not many people possess this ability to embrace themselves where they are.

People who believe in self end up making more money by accident than others can do by purpose (there are a few exceptions to this rule). This is because weaknesses are embraced and overlooked. If you think you suck, then you will. If all your energy is spent trying to overcome your weaknesses then you end up punishing virtue and rewarding vice. We all have our inadequacies; get over it. I have ADHD, so big deal. I am impatient, disorganized, overly trusting, self-willed, stubborn and I think someone slips "stupid pills" in my morning coffee every day – so what. I try to do better, but this is what makes me special. You can love me or hate me, but this is who I am and I love me. If you can't laugh about your quirks and inabilities, you're in trouble on several levels.

## **Be a thermostat**

Successful people create their environment, they don't critique it. When you are in a hostile environment what do you do? Well, successful people have a way of influencing that environment for good. They typically don't complain and whine about it. If you're a complainer then you suck. Nobody wants to hear it. Your attitude will make or break any environment. You can either speak life into it or death. The problem is a lot of people believe that every negative outcome is somehow a reflection on them. This wouldn't be a problem if you weren't so self-interested. This brings us to our next attribute.

## **It's not all about you**

Successful people look on the interests of others. Self interested people make my blood hurt. If you're always rapped up in your own stuff you will never bring any value to someone else. You just flat can't spend your whole life on personal performance enhancing strategies. Successful people have their focus continually on others – and it's not a strategy, it's just the way they are. Selfish people try to do this and come off like a used car salesman. Strategy is just a fashionable substitute for relationship. Who needs a strategy when you really care? People know better and they are pretty wise to stupid sales tricks.

## **Be valuable**

Successful people are valuable. A stupid sales trick would be to add value somewhere during a sales process, but valuable people never have to add value; they are value. Be resourceful instead of always depending on someone else to do your job for you. Valuable people do things for others more than they do things for themselves. I can't stand sponges. Some people are like "Belloc" in the Indiana Jones movies; he always reaped the profits generated by Indiana Jones' efforts...I hated him. Jones was valuable because he was in it for antiquity's sake; "Belloc" was in it for himself.

## **Get smart**

Successful people are life-long learners. If you're stealing the ideas of other people's hard earned information you're an idiot. Get it yourself. Learn to discipline yourself so you will respect the knowledge; and then give it to those around you free of charge. There is nothing lower than a lazy brain. Successful people buy books and read them more than once. They listen more than they speak. They are always taking in information and analyzing it. This is how they become a resource. They don't spend all their evenings watching T.V., they are always learning. When you are an information station, people will plug into you. Successful people don't use their knowledge to one-up people; they use it to lift up people. That's the difference.

## **Don't sell**

This is very important so pay attention. Successful people do not actually sell; they influence. If you have ever been harassed by a stupid telemarketer then you know what I mean. They are not influencing me at all, they are angering me. They don't even know my stupid name. This is the worst representation a company can offer. High influencers "sell" accidentally. What I mean is everything is not a sales pitch. They bring valuable information to the conversation without strategizing in an attempt to get you to buy. They make your life easier and more productive for free! When this happens, people inquire of it. Have you ever been to a car dealership and seen the human vultures in the windows waiting to pounce? Yuck! Every time I have purchased a vehicle, I looked for a salesman when I had a question. Isn't that what you do? Be a kitty and they'll come pet you; be a vulture and they'll shoot you.

## **Be responsible**

Successful people take responsibility for their actions. I don't know about you, but I can't stand it when people shirk responsibility. Have you ever had an individual working on something in your home and damage it? Don't you love it when they say, "It was like that?" what a loser. I remember years ago I was power washing some decks for some people on the beach and inadvertently bleached someone's deck chair.

When I discovered it, I went to them and knocked on their door and said, “I’m the one who ruined your deck chair.” They couldn’t believe the honesty. They showed me around the house, gave me a drink, invited me to a party and said “Don’t worry about it.” I made an instant friend, not a client. Could you imagine if I said, “It was like that?” yuck!

### **Be real**

Successful people are not fakes. There’s nothing worse than a fake. People who lack integrity are fakes. Integrity comes from the root word integer. An integer is a series of whole numbers arranged in an unbroken condition. To have integrity is to be unbroken in your character. You are the same Monday at 2:00 p.m. as you are Friday night at 1:00 a.m. – period. You have the same voice and you think the same thoughts. You do the same things. This makes you automatically trustworthy. I’m not saying you’re perfect, I’m saying you’re close. Real people don’t have to take acting lessons; just be you.

### **What do clients want?**

People want respect-period. It’s disrespectful to treat people like morons. The idea of approaching a potential client for the purpose of selling them your service or product is just plain wrong. The old traditional sales model pales in the light of bringing real value and developing a real relationship. It used to be that people benefited from services and products. People used to matter.

Today people are more concerned with padding their pockets than they are about producing real value. Your clients are people. They are not supposed to be a means to *your* end. Clients want to be better off because they know you. They want to be better equipped because they use your product or service. If your product does not increase their worth then you should be ashamed of yourself.

You should be influencing people for the better not for the worse. Your clients should be excited to see you at the mall or local eatery. You should lay your head down at night and feel great when you think about your daily accomplishments and how someone is better off because they know you. If you’re spending your nights having to

scheme about how you can increase your bottom line all the time then you are probably a schemer. If making money is your goal then you are probably misguided. Money follows value, it does not precede it. When you create or bring worth then money is the reward. It's all about reliability and value. It's easy to sell something of real value; easy as pie; only when your product is worth less than you claim do you have to have skill.

Many sales people are master deceivers. They don't believe in their product at all. They have to learn tactics and skill sets to deceive their cliental. They become masters of deception. They lie, cheat and steal. They suck. They inflate pricing and then claim their giving you a deal when they lower it. They resort to powers of persuasion in order to manipulate their victims' intelligence.

### **Influence as a weapon**

The reciprocity rule is one of the most powerful weapons of influence. In the early 60's and 70's, the Hare Krishna Society was financially floundering due to their strange appearance and unwanted solicitations. But something spectacular occurred in the mid 70's that turned them into a near financial empire. It was the giving of a "gift." This simple gesture turned the entire organization around in a near astounding fashion. Passerbies would be given among several oddities, a flower. Even if the reluctant individual refused it, the Krishna's would not take it back. What followed was a knee-jerk emotional response called the "Reciprocity Principle;" only *after* receiving the gift were the unsuspecting victims asked for a donation. The power of the emotional need to "pay-back" was so strong that the benefactor would feel compelled to make a small donation even if the flower was discarded minutes later...genius yet slimy.

These people got away with giving a worthless item for someone's hard earned money. You see this in many religious sects today. Mainline Christian television will tout some of these masters of deception...evil. Make sure people are better off for knowing you and your product, not ripped off.