

Failure Resistance

Failure is inevitable. Especially when you are in the game of sales.

So how do you deal with failure? By resisting it's negative effects, by welcoming it with open arms.

Sure, there could be a number of things one might do. Like changing our attitude so we can view failure as an opportunity to learn. Or the worst thing one can do is not try at all, there for, if you don't try you can't fail.

But fact remains, your resistance and how you feel or react when exposed to failure can only be better by repeatedly being exposed to it.

It's like lifting weights. First time you lift something heavy, you might feel exhausted, tired or even angry.

But going back to weights again and again day after day, will gradually make you more able at tolerating pain and the challenge.

Being rejected for the first time, in sales or romantically can be devastating. But we know that the first hurts the most. The second rejection is somehow easier to bear. After 100 rejections, one might even start enjoying getting rejected.

The only way of getting rid of the negative effects of failure, is by failing repeatedly. Sometimes that means even failing on purpose. Just to train your failure resistant muscles.

So get out there and fail!