

How To Have And Acquire

The only true way to really have something and own something is through the absolute ability and willingness to not have it at all.

That is the way to control.

To have something, you must be in control, right? Who owns who? The one who controls something, is the one who owns it/has it. Correct?

Now follow me through this logic...

If you theoretically have something, but aren't the one who decides whether to move this thing, keep it or discard it, you really aren't the one who owns it, but it owns you.

You know that very well when you can't freely and easily get rid of something, that thing has you, and not the other way around.

In practice, as a sales rep, you want to get prospects and sales done. At certain point, this wish to get new prospects and more sales can go into an obsessive fixation on getting them. At which point, just because you want to get it sooo much, you are subconsciously pushing these things farther away from you.

What we want obsessively, is hard to get. What we want to get rid of obsessively is hard to get rid of.

So in this case you can do one of two things.

1. Have sooo many opportunities around you for prospects and sales that you don't get fixated on obsessively performing well (which lowers your performance). Because there is no scarcity, it relaxes your mind.
2. Waste. You feel you can't have and get easily? Waste! Throw them out. Purposefully fail a close. Purposefully drive away a prospect or two.

Why does the second option work? Because it gives control back. Control is not only the ability to get or start something. Control is also the ability to direct, move, finish and end something. So when you take over by ending and finishing things of (wasting prospects), you will gradually take more control back to yourself again (which translates to both starting, directing and finishing etc..).

Second option, which arguably is the best. Especially when you cant get too many potential prospects to create

When things are difficult, or you feel you are stressed and anxious for the next sale desperate. Take control by consciously wasting some opportunities.