

## Purpose

Direction only comes from purpose.

Without purpose, one doesn't have a direction to take. One doesn't have the push to get to that achievable point.

One without purpose sucks at doing whatever he is doing. Because he doesn't know what the end result is for what he is doing. That's why one of my favourite way of going about things is by taking the end result first. And working my way backwards to where I currently am. That's how I know what to do, and what the result of what I am doing will be.

In sales we give direction (purpose) to people. And a way to achieve that with the least amount of resistance. This helps to bring about effective action from the prospect's side and a pleasant result. Why? Because he will know what he is achieving and how to achieve it, therefore taking action with good predictable result is easier.

With purpose comes effective action and movement and progress. Without purpose these don't happen. Purpose gives that push as well.

So if you don't want to get confused, in doubts, or shitty at what you are doing, than set a purpose for yourself. Clearly break down how you are going to achieve the purpose, and then go for it!