

Spring is just around the corner and with it comes the promise of green and growth. Nothing signals the upcoming seasonal changes like the return of Daylight Savings time. March 9th (remember, it is earlier this year!) will most likely find some of us an hour behind on at least one clock, or an hour late for one event. We may go to bed thinking about missing an hour of sleep or wondering how we will pack our busy schedule into the next “shortened” day. These are the symptoms of a new season, of “Spring Ahead”. How can you take this change of time and seasons and put them to work for you in your professional sales life? Keep these 3 things in mind: light, energy and growth.

Light. Daylight Savings time gives us all an extra hour of light at the end of our day. Did you know that Benjamin Franklin, “the father of electricity”, with his keen interest in the power of lightning, was the first person to suggest that saving daylight would be helpful?

Energy. The main reason that daylight savings time was instituted was in an effort to save energy.

Growth. Spring is the season of new and renewed growth.

Spring brings a renewed sense of freshness and growth, so let this season be your signal to “Spring Ahead”, your cue to regenerate, nurture and tend to your own “personal garden”.

What’s in your personal garden? As a salesperson, you are providing a service. By developing and growing yourself, you improve your service and increase the rewards that await you and those you help. These rewards can be substantial. They include much more than money (think green!) and status. They are happiness, a greater sense of fulfillment, peace of mind, and stronger, long-lasting relationships both for you and your customers!

In sales as in life, there is a definite relationship between personal development and success. The rewards you gain in sales are a direct result of the value and time you place on the growth of your personal garden! The best way to increase growth is to develop yourself and your abilities with this new opportunity we are given of “Spring Time”

How do you cultivate your “personal garden”? Just like your outside garden which needs light, water and yes... fertilizer, your personal garden needs the same attention. Tending your personal garden will lead to an inner feeling of personal success, which in turn leads to an outer success, just like the blooming of the new flowers we will soon be seeing! Outer successes can be expressed as increasing your value to all of your relationships. Before you can obtain success on the outside, you must first be a success within yourself! This is the reason for nurturing your garden this spring with self-development... People at their peak in the area of self-development experience life in a more positive light, regardless of Daylight Savings time! They are successful in business and other areas of their lives. If this is how you want to live, begin by changing and becoming what you seek others to see you as!

We plant and grow our gardens with exactly what we want to see bloom in the spring. The bulbs are placed and the soil is tilled in hopes of seeing and harvesting the beauty a new season can bring! We use this extra daylight to ensure more time to accomplish these beautiful settings. Think if we also used this time and energy to plan for growth early in the year. Do a self-check now to see how we are personally growing, and how we can best harvest those lofty goals we have set for ourselves!

Here are some ideas to help cultivate your personal garden:

- 1) **Compete only with yourself:** Challenge yourself, not others, because when you work to improve your own score, everyone gains!
- 2) **Become and stay Productive:** Sales is not a sprint, it is more of an endurance race. Find your best pace and stay with it. Be patient. Like the beautiful flowers, the rewards (business) will come.
- 3) **Innovate:** Make yourself genuinely distinctive. Put your personal stamp and brand on everything you do, with everyone you work with.
- 4) **Continually seek Self Improvement:** Increasing your knowledge and learning pushes you beyond boundaries. Work to improve yourself every day. Cultivate and seek growth.
- 5) **Strive for a Positive Environment:** Create an atmosphere that motivates you. Spend time with those who build you up, support you, and are like-minded in your journey! They will energize you.
- 6) **Become a balanced person:** Personal Development is the process of growth and transformation (like our gardens) that result in a more complete and balanced person. Work on developing the four keys areas of your life: Mental, Spiritual, Emotional and Physical.
- 7) **Leave your comfort Zones:** Self-Development will push you to new levels! To get to a new place you must travel a new path. Staying the same is really falling behind. Think about being a “hybrid”... be different.
- 8) **Learn to Sell:** Professional Selling is a career choice, learning the Sales Process is perhaps the most powerful choice you can make.

You are responsible for your “Personal Garden” and your self development, and in turn your success! Think Growth, Energy and Light as you move into this new season.