

## Are You "Making Out" With Your Sales Mirror?

Contributed by Kim Duke  
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I'm a city girl who also happens to love living in the country. One of the major benefits for a nature loving, tree-hugger-wearing-stilettos kind of chick like me is that I get to witness the thousands of birds arriving in the spring.  
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One of my favorites is the robin.

A few weeks ago as I was writing an article for a national magazine, I happened to look out my front office window. A flutter of activity caught my eye. One of our vehicles was parked in the front of the house and a robin had landed on the passenger mirror.

Now here is where the fun begins!

The robin would sit on top of the mirror...peek over the side, puff up its feathers, hop in front of the mirror and do a little love dance and then pop back on top of the mirror. And it did it over, and over again.

Yes - Rocket Robin was making out with himself. He thought he'd found the love of his life.

And he did this for 3 days in a row. To hear the rest of the story and to see what happened to our fine-feathered friend - you'll have to keep reading!

### Are You Making Out With Your Sales Mirror?

I may not be a scientist however I can guarantee one thing.

Rocket Robin wasn't going to woo the love of his life, build a nest for 2, have a couple of kids and head south for the winter by making out with a truck mirror. He kept doing the same thing over and over and expecting different results.

### Where Is That Showing Up For You?

Spring is a wonderful time for a REFRESH. And I would bet you have a few little habits that are driving you nuts except you can't seem to stop yourself from doing them.

Examples?

Ohhhhhh ...

• checking your email 10,000 x a day vs selling and marketing

• doing one annual tradeshow that you never follow-up on the leads

• hanging out at the same, no-name networking functions

• using your boring sales and marketing materials from 5 years ago

&bull; and so on, so on, so on, so on, so on, so on, so on.....

Remember - if you want DIFFERENT RESULTS then you're going to have to break free from your "sales mirror" and stir things up! Otherwise, you'll be just like my little Rocket Robin friend...the one who adored looking at his own reflection but who wasn't getting any action. Does that sound like you?

So what DID happen to my mirror-humping buddy?

After 3 days of watching in disbelief I couldn't stand it any longer. We actually had to put the vehicles in the garage each morning to stop the crazy little bugger.

He hasn't been around lately...although I did see a robin flirting with one of the garden balls....some birds never learn.

Make sure you're not one of them.

So there.

Love from your bossy Sales Diva,

Kim

Kim Duke, The Sales Diva, provides savvy, sassy sales training for women small biz owners and entrepreneurs. Kim works with clients internationally, showing them The Sales Diva secrets to success! Sign up for her saucy and smart FREE e-zine and receive her FREE Bonus Report "The 5 Biggest Sales Mistakes Women Make" at <http://www.salesdivas.com>

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