Good, better, best.

Which one are you?

ARE YOU THE BEST AT WHAT YOU DO? EVERYONE WANTS SUCCESS, BUT VERY FEW ACHIEVE THE SUCCESS THEY DREAM ABOUT. I'M ON MY JOURNEY JUST LIKE YOU. IN THE PROCESS OF STUDYING, I CAME TO A REALIZATION ABOUT PERSONAL ACHIEVEMENT.
'Going for the gold’ is wrong. Being the best you can be in order to earn the gold, or get the gold is a surer path to success. What path are you on?’

- Jeffrey Gitomer
Personal achievement. Success. Fulfillment. Big words that every person seeks. “Get there by setting goals,” they say. “Wrong,” I say. Now, I’m not saying don’t set goals. I am saying don’t set big goals and think that they’re the direct path to personal achievement, fulfillment, or success. They’re not.

In my experience, I have found most people set their goals for the wrong things and reasons. The problem with “big goals” is that they are usually “big dreams.” And to further complicate the goal process -- most goals are about “it” or “things,” (material stuff like -- big house, long vacation, million dollars, luxury car -- the usual), not goals about “you,” or becoming BEST (Personal achievement stuff like -- college degree, promotion, physical fitness, getting President’s Club).

Most people with big material goals end up at low achievement, low esteem, frustrated, and cynical -- or they just become complacent and accept their lot as mediocre. Why? And more to the point -- what’s to ensure it won’t happen to you?

I’m sharing a personal achievement (secret) formula I accidentally uncovered. Discovering the formula was an accident -- but there are very few accidentally fulfilled people. Success, achievement, and fulfillment are on purpose. The principles successful people execute and live by are the basis (foundation) for their success. I’m presenting the elements I discovered so that you may compare them to ones you execute on your own journey.
Why are some people able to achieve their goals and others not?
Big question. Is there a formula to follow?

I can't tell you what will work for sure -- there's no universal law of achievement, no universal law of success. If there was, everyone would be successful.

It's most interesting to me that the people who have “big money” as their ultimate goal, rarely attain it. And those who have “being the best at what they do” or “love what they do,” as a goal, almost always attain financial security. Why? They execute the elements of personal achievement.

There are elements of success, and degrees of achievement of success, tempered and limited by an individual’s desire, determination, dedication, and drive. It’s a combination of your persistence (never quit) and your positive attitude (I will get it because I believe I will, and I deserve it).

The other day on a radio interview, someone asked me if I had a success secret. “Jeffrey, how did you get to this position in sales? What drives you? Do you have a secret success formula?"

The question caught me off guard. Hadn’t thought much about my formula. Didn’t think I had one. I do have a philosophy, and I live my philosophy. Should I answer with that? No. That’s not a secret.
“So, I answered with one simple truth that I live by -- be the best.”

- Jeffrey Gitomer
“When I found out I liked sales, I made one goal -- **be the best.**” I said. “When I discovered I liked writing, I made one goal -- **be the best.** When writing led me to speaking and training, I made one goal -- **be the best.** I began to make videos of my writings -- same goal, **be the best.**"

When I got off the radio show, I rushed to my laptop to capture the essence of what I’d said. As I developed the thought, I realized that there was an elemental process -- a formula for personal achievement -- *best* is just one element in the formula. And I figured I’d add the word “secret” to the formula so that it was more likely to be read. No one likes a formula -- but a secret formula -- now you’ve got something.

**There are six parts (elements) to the secret of my personal achievement.**

1. **Vision**  
2. **Love**  
3. **Best**  
4. **Attitude**  
5. **Personal**  
6. **Student**
The operative element of the secret is best. But, it’s not the first element, best is element number three. **If you find (do) something you love, (the second element) and consistently strive to do your best, and be your best, -- all the goals about cars, vacations, houses, and the ever popular money, will appear.** The material things are a by-product of personal achievement. They are automatically attached to best. So the question is -- what drives you to want to become the “best” at something?

**VISION**

The first element of the secret to personal (goal) achievement is to identify a vision and put it in front of your goals. Got a big goal? Sure you do, everyone does. The big question is -- What’s before (in front of) your goal? Do you have a personal vision that will drive you to achieve all your goals? Where do you see yourself?

**LOVE**

In 2003 I made an accidental discovery. It occurred when I examined all the elements of my career, and tried to structure some of my thoughts into a ten year plan. I was asking myself “What do I do best? What do I love to do? Where have I been most successful? How do I want to spend the next ten years?” From those answers, I decided my success would focus around selling and customer service -- writing, speaking, and making videos. I love selling and the selling process, and serving is an extension of selling.
Many people cheat themselves out of achievement and success by having the wrong attitude (element four). Ever hear anyone say, “they don’t pay me enough to...” Ever think it or say it yourself? Those are six words that will keep you mediocre. Don’t make the mistake of failing to be your best or do your best because someone isn’t paying you. Who are you cheating? Achievement is not about money -- achievement is about best. If you don’t think they pay you enough, ask yourself what you’re worth. Having the right attitude about money will make it happen faster than wanting lots of it. The first step to real wealth is an attitude course. Discover it here: GitomerLearningAcademy.com

So much has been written about goals that it has caused those dedicated to personal achievement to moan at the thought of another seminar on “Goal Setting and Achievement”. It’s not a matter of goals or no goals. Goals are a prerequisite for success -- the question is what kind of goals? The secret of goals is to make them personal (element five) not material. Make goals about you, not about it.
Which is a more powerful driving force -- to make your monthly quota, or be the best at sales? If you goal yourself to be the best -- the quota automatically is achieved.

The other aspect of personal is based on athletics. Athletes are always striving to achieve personal best. Not to beat everyone else (although that's a great accomplishment), just to beat their previous personal best. That keeps them going. It can keep you going too.

Personal best is all about getting better every day. Get your daily dose here: GitomerLearningAcademy.com

I got clear vision in a Jim Rohn seminar. He said, “whatever you want, study it first. If you want to be a doctor, study medicine, if you want to be a success, hang around successful people and study success.” Rohn says, “Be a student (element six) first. And always be a student. Not just a father, a student father. Not a teacher, as student teacher.” Wow, what a powerful piece of advice.

From the day I learned my first sales technique (January, 1972) I wanted to be the best at sales. I’ve been studying sales for 30 years. That’s why it's working for me. I'm not saying that's how it works. I am saying that's how it works for me. Follow the advice of Jim Rohn -- be a student first. With all my heart, that’s how I believe it will work for you.

Lifelong learning is not an option. To revive your student status click here: GitomerLearningAcademy.com.
In the seminars I do, the best audience comment I get is, “Jeffrey loves what he does, and it shows.” If you love what you do, people will say it’s in your blood. And that blood-of-toil begins to manifest itself in your bank account.

Get Real...

I was watching the musician Kenny G being interviewed on CNN. They asked him what drove him to his phenomenal success. He said, “I never wished for fame and fortune. When I found out I liked to play the saxophone, I just wanted to be the best. The rest just showed up.” Cool.

And the real cool part is -- if you think that being your best and doing your best is just a bunch of baloney -- don’t worry, this information doesn’t apply to you. It only applies to those who will pass you.
Take the next step to become your best.

1. Vision
2. Love
3. Best
4. Attitude
5. Personal
6. Student

I want to be the best
Gitomer Defined (git-o-mer) n.

1. a creative, on-the-edge, writer and speaker whose expertise on sales, customer loyalty, and personal development is world renowned. 2. known for presentations, seminars and keynote addresses that are funny, insightful, and in your face. 3. real world. 4. off the wall. 5. on the money. 6. gives audiences information they can take out in the street one minute after the seminar is over and turn it into money. He is the ruling King of Sales. See also: salesman.


OVER 50 PRESENTATIONS A YEAR. Jeffrey gives public and corporate seminars, runs annual
sales meetings, and conducts live and Internet training programs on selling,
customer loyalty, and personal development.

**BIG CORPORATE CUSTOMERS.** Jeffrey's customers include Coca-Cola,
Adecco, Caterpillar, BMW, AT&T Wireless, MacGregor Golf, Ferguson
Enterprises, Microsoft, Kimpton Hotels, Hilton, Enterprise Rent-A-Car,
AmeriPride, NCR, Comcast Cable, Liberty Mutual Insurance, Principal
Financial, BlueCross BlueShield, Hewlett Packard, Northwestern Mutual,
MetLife, Honeywell, Sports Authority, Toyota, GlaxoSmithKline, IBM, The
New York Post, and hundreds of others.

**IN FRONT OF MILLIONS OF READERS EVERY WEEK.** Jeffrey's syndicated
column, Sales Moves, appears in scores of business journals and newspapers
in the United States and Europe, and is read by more than four million people
every week.

**ON THE INTERNET.** Jeffrey's WOW! websites, www.gitomer.com,
www.salesblog.com, and www.GitomerLearningAcademy.com, get more than
100,000 hits per week from readers and seminar attendees. His state-of-the-
art training on the web and e-commerce ability has set the standard among
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his customers.

**GITOMER CERTIFIED ADVISORS.** Jeffrey is now licensing his classroom
workshop training and virtual training to sales professionals around the globe.
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content is pure Jeffrey — fun, pragmatic, real world — and can implemented
immediately.
SALES CAFFEINE. Jeffrey’s weekly e-zine, Sales Caffeine, is a sales wake-up call delivered every Tuesday morning to more than 300,000 subscribers, free of charge. Sales Caffeine allows Jeffrey to communicate valuable sales information, strategies, and answers to sales professionals on a timely basis. You can subscribe at www.salescaffeine.com.

SALES ASSESSMENT ONLINE. The world’s first customized sales assessment will not only judge your selling skill level in 10 critical areas of sales knowledge, it will give you a detailed results analysis (report), a personalized map, of your sales knowledge at this moment in time. You get to see all the answers to your questions and discover how much your answers agree with the expert opinions. It tells you where you are, why you are there and where to go to sharpen your sales skills. GitomerLearningAcademy.com.

AWARD FOR PRESENTATION EXCELLENCE. In 1997, Jeffrey was awarded the designation of Certified Speaking Professional (CSP) by the National Speakers Association. The CSP award has been given fewer than 500 times in the past 25 years and is the association’s highest earned award.

SPEAKER HALL OF FAME. In August, 2008, Jeffrey was inducted into the National Speaker Association’s Speaker Hall of Fame. The designation, CPAE (Counsel of Peers Award for Excellence), honors professional speakers who have reached the top echelon of performance excellence. Each candidate must demonstrate mastery in seven categories: originality of material, uniqueness of style, experience, delivery, image, professionalism, and communication. To date, 191 of the world’s greatest speakers have been inducted including Ronald Reagan, Art Linkletter, Colin Powell, Norman Vincent Peale, Earl Nightingale, and Zig Ziglar.