

Reasons vs. Results

by

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What is the number one ongoing battle in business? It is the constant fight between reasons and results. Example: "Did you get the two sales this month you said you wanted?" Response: "Actually, no. My pet giraffe got into my data-base and created corrupt files on my computer. It took me hours to get it fixed, not to mention all the people coming out to install my fur-lined birdbath. It has just been chaos!"

What is the difference between those that make it in Real Estate and those who don't.? Great agents choose results over reasons. Example: "Did you get the two sales this month you said you wanted?" Response: "Yes."

See any difference between the two examples?

Result getters have a different very subtle view about life. They believe (get this) everything that happens to them is a matter of their own choices. Example: "Did you get the two sales this month you said you wanted?" Response: "Yes." Wow. These guys must sleep really well at night.

Now, reason makers see life a little differently. If they don't have the experience they want or get the result they want... well...they develop "fingerpointeritis". Example: "Did you get the two sales this month you wanted?" Response: "No. How could I? President Bush wants to change social security! Are you nuts?"

See any difference between the two examples?

Well, I poke fun. And why shouldn't I? We are all human. And, guess what, we all fall into the reason or result category throughout our lives. Our goal is to have a consciousness to stay out of that reasons category. This life skill starts with looking in the mirror and making your first conscious choice...Do I want to be a victim or a creator?

Your choice...really.

Rich Casto is Founder of Rich Casto & Company, The Real Estate Coaches,
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