

MAKE.

IT.

HAPPEN.

# HOW TO WIN

AN INSPIRATIONAL GUIDE

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VOLUME 5



# ACHIEVING SUCCESS BY ADAPTING A WINNING MENTALITY

Winning isn't everything, it's the only thing. I'll never forget the poem by Walter D. Wintle that was printed on my very first business card:

*If you think you are beaten, you are;  
If you think you dare not, you don't.  
If you'd like to win, but think you can't  
It's almost a cinch that you won't  
If you think you'll lose, you're lost,  
For throughout the world we find  
THAT Success begins with a person's belief  
And it's all in the state of your mind.  
If you think you're outclassed, you are.  
You've got to think high to rise.  
You've got to be sure of yourself before  
You can ever win the prize.  
Life's battles don't always go  
To the stronger or faster man;  
But sooner or later the man who wins  
Is the one who thinks he can.*

I'm often asked how I've achieved the success that I have over the years. My simple answer? I like to win and I never settle for second place. I might sound like a competitive parent on the side of a football field but in my opinion, if you're not first, you're last.

Having been in the sales industry for over twenty-eight years I can't stress the importance enough of imploring a winning mentality. If you're an entrepreneur or sales professional that wants to make a success of your career, then I've got **some winning advice for you:**



**The way you think, affects all aspects of your life.**

Learn to listen to that voice inside your head and recognise how your thought patterns affect your decision making process and how you handle stressful situations. Having a positive mental attitude is vital. Negative thoughts don't get you anywhere.

# POSITIVITY GOES A LONG WAY

**Negativity holds you back** and keeps you from achieving the things that you are more than capable of achieving. The secret is an unshakeable belief in yourself. Make a point of verbalising all of your positives and write down all of your success stories. Achieving a winning, positive attitude can be incredibly effective in your quest for sales success.

Let's be honest- if you weren't competitive by nature then you wouldn't be in sales. But in this industry, it's not enough to compete- **you have to dominate!** If you're competing then that means that you're just like everyone else.

In order to win, you'll have to learn how to dominate in the market place. This kind of competitive mind-set takes us out of our comfort zone and forces us to better ourselves and find innovative ways to sell our products and services. Brands like iPhone and MacDonald's refuse to compete. These brands dominate- they're way ahead of the competition.

Although it may seem a bit unorthodox to some, **Gary Vaynerchuk** suggests that not paying attention to your competitors is a competitive advantage. Instead he spends his time making himself and his company unbelievable at everything they do, thus ensuring that they always crush their so-called competition.

# DOMINATE THE COMPETITION

If you aren't constantly working on yourself then you're not innovating, and if you're not being innovative then you've lost your competitive edge. The failure to innovate leads to obsolescence. Commit to your personal development. Compete with yourself.

**Domination is the very essence of a sales professional's existence.** Study it. Embrace it. Love it. Use it as a motivator to fuel you. Use it to take you to the top of your mental game. Develop an unstoppable mind-set, and you'll sell yourself to success.



# STOP SLACKING OFF!

You can't expect to be great at what you do if you're not prepared to put in the required time and effort. Successful entrepreneurs are out there selling, not sleeping! How many times in a day do you lose focus? What you have to realise is that every time you lose focus, you're making it that much harder for yourself to win! The world has changed. Nine to five doesn't exist. You have a device in your hand to use - use it to help you! Successful entrepreneurs don't switch off. They're prepared to work 24/7 to ensure that they're always on top of their game.

**WINNERS NEVER QUIT.**

**WINNERS DON'T SLACK OFF AND PUT THINGS OFF.**

**WINNERS GET THINGS DONE.**

Be a determined competitor. Former United States Secretary of State **George Shultz** had the right idea when he said:

**"Winners don't make excuses. The minute you start talking about what you're going to do if you lose, you have lost."**



# LEARN TO LOVE THE PRESSURE

Do you sell your best under difficult circumstances? Some of the best leaders of our time were once underdogs, who used their situation to their advantage. **JK Rowling** was a single mother living on benefits before she found success with the Harry Potter series. According to the author, she was “as poor as it’s possible to be”, but she never gave up and used her stressful situation to fuel her success.

If you’re not number one then you’ve got something to gage. Gage the market’s competition and then overtake it.

**Let the competitive, uncertain selling environment motivate you to focus better, think more clearly and be even more determined to win.**



***“Whether you believe you can or you believe you can’t you’re probably right!”***  
Henry Ford.

# CONFIDENCE IS KEY

Have you ever met a successful person who didn’t believe in themselves? I sure haven’t. That’s because winners have a quiet confidence (occasionally bordering on arrogance) that gives them enormous self-belief, enabling them to perform at a high level.

This kind of confidence is a skill that comes from disciplined practice. You have to stamp out the voices of doubt in your head that tell you that you can’t win.

**Confident people are never defeated.** They keep persisting in the belief that their best is good enough to prevail in the end.




At the end of the day, winners never quit and quitters never win. And the people who believe in themselves the most and take action are the ones that are going to make it happen! These people sell themselves by themselves. At the end of the day you've got to ask yourself one simple question:

**Do you want to win? If the answer is yes then you'll do **WHATEVER IT TAKES!****

# MAKE IT HAPPEN



A man in a blue suit and tie stands confidently with hands on hips against a modern architectural background.

“SUCCESS OCCURS WHEN  
YOUR DREAMS GET BIGGER  
THAN YOUR EXCUSES”

SPENCER LODGE

Spencer Lodge is a leader in the international financial services and sales industry with over 23 years of experience. He has personally trained over 500 people during his career and has helped build some of the largest and most successful financial consultancies, delivering expert advice for clients and investors from all over the world.

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**Find out more »**

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