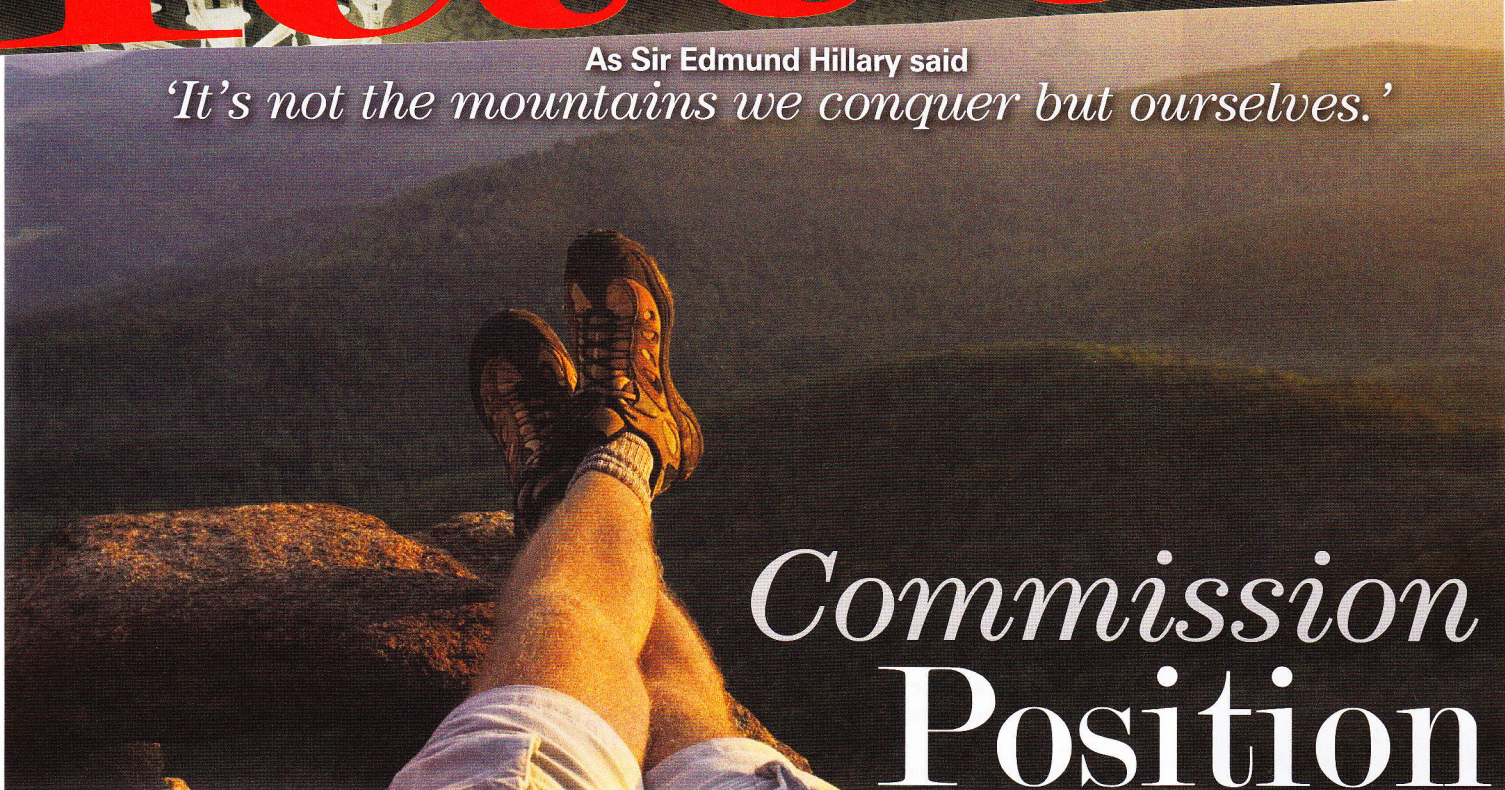


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As Sir Edmund Hillary said

'It's not the mountains we conquer but ourselves.'



Commission Position

What makes someone decide to trade the comfort of a regular salaried profession and go into commission sales? **Kirsty Spraggon**, author of *Work As If You Own It*, shares her tips on growing your wealth.

Commission only roles offer the lure of freedom; the freedom to be your own boss, work your own hours and make your own choices. Additionally it offers the potential to create unlimited wealth and an extraordinary lifestyle. In this world you are running your own business within someone else's business.

There are two areas that you will need to master to thrive in commission only roles;

Self-discipline & Accountability

As Sir Edmund Hillary said 'It's not the mountains we conquer but ourselves.'

Whether you're a sales person operating within a corporate structure or a solo entrepreneur starting out completely alone, the fact is that you are your business - especially until or unless you have staff. If you don't feel like getting out of bed one day, the reality is your business will not run. Conquering yourself is far more important than the journey itself.

Opening Relationships

If you choose to focus on closing sales you'll be forever on the 'one-off treadmill'. Whereas, if you open relationships and invest the extra time building meaningful foundations from the outset you will find your business grows and takes on a life of its own in no time.

In the tough times this way of being in business takes on particular significance because you have a whole army of business ambassadors out there for you, advocating your service above any other because you go out of your way to look after them so well, even when there is no deal being made at the time.

Contrast this to if your business is run on the hand-to-mouth principle of closing a sale. This approach makes you totally dependent on new clients and extremely vulnerable to market forces outside of your control. If economic conditions change or a new competitor enters the market you may well suddenly see your customer pool shrink or even disappear.

The only sure way to ride out economic ups and downs is to have planned ahead and built a stable database of loyal, repeat and referral clients because at the end of the day even if there are fewer customers out there, there are always some customers. It's your job to make sure that you are the person of choice in such times of increased pressure and competition.

Working as if you own it is not for the faint-hearted: it will require stamina, drive and determination and I guarantee there will be days when you want to give up but the great rewards will come if you choose to forge ahead and keep going. ■