

# Own It!

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Have you ever noticed how motivated we are to implement a new idea when it's ours? We take pride in it and give it our all. In short, we own it. When an idea comes from someone else though, we naturally tend to resist, looking for flaws and almost hoping it doesn't work – even if it's a great idea! I've seen this often when training and coaching sales people. I present them with tools and strategies employed by the most successful sales people in our industry, and the reaction is consistently, "what a great idea!", followed by a failure to take action. I truly believe this failure to act directly correlates to the fact that it isn't *their* idea, so they never really take ownership and make the necessary changes to implement it for themselves.

Recently my wife suggested a new breakfast spot and my first reaction was, "no, I don't want that". I realized almost immediately that my reaction wasn't logical. Until I tried it, I had no way to know whether I wanted it or not. It could be the best place in town! We can never experience new things unless we try new things. Look, it doesn't have to be your idea. If others are finding success in making calls or using a particular script, take those ideas and make them your own. It doesn't have to be perfect, just own it and take action!

This week keep an open mind. Be willing to try new things, and before countering with, "that won't work!" - STOP. Think about ways you can adapt the idea to fit yourself. It's the outcome that matters, not the idea. Karl Benz, a German engine designer and automobile engineer, is said to have invented the automobile, but Henry Ford took the idea and owned it! Elon Musk took the same idea and *really* owned it. You don't have to be the creator of an idea, you just have to own it and take action! Face it, when you own it, you do it. Leverage others ideas, own them, act on them and make this week count!

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## Upcoming Events

Find the Event closest to you and join us for some amazing information to increase your sales and to just meet some new people.

### **SAN JOSE CA - Thursday, May 10, 2018**

#### **The National Hispanic Organization of Real Estate 2018 Regional Conference**

2:30PM - 3:15PM

San Jose Scottish Rite Center

2455 Masonic Dr

San Jose, CA 95125

[www.nhoraconference.com](http://www.nhoraconference.com)

### **ONTARIO CA - Thursday, May 22, 2018**

#### **The Community Realtor - Lunch And Learn South Pacific Financial Corp**

11:30AM - 1:30PM

3257 E. Guasti Road, Suite 320

Ontario, CA

For more info, call: (909) 476-4182

**Call us today to book Dan at your next event or office meeting.**

(714) 928-1898

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"Shake It Up! Big Dreams and Bold Choices On The Road To Success" is available at ManginelliGroup.com. Shake It Up is short, easy to read chapters to help you in everyday life and business to stay on the road to success.

**"Dan is an AMAZING coach, author and speaker. He has spoken at many of my 'lunch and learn' events, and he is beyond inspiring. People can really relate to Dan on many different levels. Dan personally inspires me to do my very best at everything I do in life."**

*Tobie Love - Branch Manager SPFC*

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