

# Do you know what's holding you back?

## Avoid these 10 misconceptions

By Siobhan Murphy

If you are in a sales or sales management position, at some point you may find yourself stalled in a nonproductive management style, or perhaps feeling burned out from a workaholic schedule- or you may want to enhance an already strong performance record to be more competitive. You may think you have a good sense about what needs to be done, but you could be way off the mark.

I've seen many business people who are "stuck" because of misconceptions or limiting beliefs about what the real challenges are. When change is necessary, you can't proceed with the right solution until you've correctly identified the challenge.

Here are the 10 most common misconceptions about what you might be doing wrong, and how to fix them:

1. **I'm just not organized enough.** You may think that you are disorganized and that you're just unable to focus. In many cases, however, my clients have such a strong drive to learn and they are talented in so many areas, that it takes a bigger-than-life long-term goal to harness that drive and talent. Stepping back to take a look at the bigger picture can help you gain perspective that will enable you to capitalize on your strengths.
2. **My weaknesses are holding me back.** You may be afraid or suspect that you have weaknesses that you have to overcome. Surprising to many is that focusing on your strengths is a far more powerful strategy and leads to more success in the long run.
3. **Getting business is so tough these days.** You may believe generating new business is hard, but in reality, attracting business is much easier when you are clear about who your ideal clients are and who you can best serve. This clarity allows you to offer a clear message, and business literally comes to you.
4. **My financial situation is terrible.** Financial concerns are not easy to set aside, but worrying about the situation isn't going to fix it. Your financial situation may not necessarily be the cause of your business troubles but rather the symptom. Focus your attention on what you can do to change things all around.
5. **My business is falling apart. I don't know what to work on first.** If you want to get stronger business results, then you'll have more luck working on *you* than on your business. That's because your business is a reflection of you and your consciousness.
6. **I'm not as talented as others.** You may think that you're less capable than others. But you may just be unclear about what your brilliance actually is. Identifying your brilliance with the help of a business coach can help you reap amazing results. A perceived lack of organization and focus usually falls away when people identify their innate brilliance and organize themselves around that.

7. **I need to work harder and put in more time.** You may suspect that the only way to be more successful is to work harder or put in more hours. But in many cases, disappointing results are a result of a lack of clarity. *A lack of results comes from a lack of clarity instead of a lack of effort.* However, attracting business effortlessly does not mean sitting still at home in a yoga position. Effortless does not mean “no effort.” It means that we slip into the flow. We drop the struggle.
8. **Energy work is “new age” and not for a business agenda.** You may think that talking about energy and vibrations in the workplace is too abstract and not practical. Although energy is not something we see, everyone recognizes it when they feel it. Energy is what allows practical things to get done. Everyone in business talks about motivation and commitment, and these concepts are about having energy to accomplish your goals.
9. **I need to get a handle on what’s not working and fix it.** One of the most persistent misconceptions in the business world is the feeling that the key to having your business or career thrive is to hone in and attack what isn’t working. The reality is that the more time people spend focused on what’s wrong and what isn’t working, the less energized people feel and ultimately the less progress is made. When attention is given to what’s working and what’s right, the energy level rises and people come up with creative strategies and capitalize on their strengths.
10. **Coaching is too expensive.** An investment in coaching may seem like a considerable expense, especially when you feel that business is at low ebb. But it isn’t when you consider the opportunity cost of doing business in a way that isn’t working- and when you consider the business you’re losing by working hard and in the dark.

By reviewing these 10 limiting beliefs, and by honestly looking at how they may be limiting the results you want in your sales management endeavors, you’ll be taking the first step toward being open to new ideas that do work.

These 10 misconceptions will alert you to refocus and to become more clear about your strengths, which will then lead you to attract more business.

***Siobhan Murphy is president of Quest Coaching International, a Long Island, NY-based coaching, speaking and training company dedicated to helping business people lead contributing lives, apply the “law of attraction” to attract business effortlessly, and use a “coach approach” to client and colleague interactions. Visit [www.questcoaching.com](http://www.questcoaching.com) for more information.***