



Measuring your Success

Do you measure your success by the company's success, the success against other employee's success, or do you measure your success against your own success? Say you had an excellent quarter and you sold X-amount of products.

Will you determine your future success based off what you achieved in the past? You should always try to have a number or quota in mind to keep you on task every day.

Is there a hot shot salesman who sells products like they are going out of style and you measure your success against him or her? You may not out sell them, but that is a goal you can set for yourself. It is very important to stay motivated any way possible, while you may feel that certain goals are unobtainable, you will never know until you make an attempt. A person can't succeed unless they are willing to fail.

You might also measure your own success with the success of the company's overall success (or your own departments). If you company is failing in certain aspects but you are performing your own job at a high level and earning your keep, you wouldn't consider yourself a failure. If you measure your success based on the company's overall performance, it doesn't seem like you did such a **stellar job**. You can only do so much, there are millions of reasons why some companies fail, but it may not be a fault of your own.

If you feel like your company is heading down the wrong path, before you give up and jump ship remember if you continue to perform well you still may be in luck When the company finally does go under, other potential employers will recognize you stayed on course and continued your best when times were their toughest.

Measuring your success against yourself will give you more consistent motivation to perform well. Think of it this way, say that hot shot salesman left the company and you are the top dog in the company now. You can't use them anymore, but you need to motivate yourself from within. The simplest way to think of it is like this: How many pushups can you do? Say you can only do 20 in a row. If so, then train hard and then see if you can up the pushup total to 25 within a week's time. You now have a goal set in place.

You may also measure your success with the success of other companies. If you sell pizza and wish to compete with one of the major pizza chains in the United States, then good luck, the chances are you will never match their success. That shouldn't stop you from trying though. If you



measure your success with the sales of the major pizza company's report then you are measuring an ant with an elephant. Their only measurable comparison is that they are both creatures of this Earth, and your only other comparison is that you both sell pizza.

If you want to measure your success realistically, you should measure your pizza place with other local ones in the area. See what they are doing such as: What ingredients they are using? How fast is the home-delivery service? What are they doing that you can improve on?

You should measure your success with the success of others to see where you stand in the "pecking order" and to give yourself motivation to continue to do a **quality job** regularly.