

SALES STAR



## Sales Lessons That Ring True: Jim Britt

[By Mary Waldron]

Motivational speaker Jim Britt's story is one of those rare tales of professionals who overcame the odds and excelled beyond their dreams. Britt dropped out of high school when he was in 10<sup>th</sup> grade and worked in various blue-collar jobs until the day his career path took a turn for the better. One evening, when Britt was working at a factory, a man he worked with approached him and said, "Hey, Britt. Are you going to work in this factory the rest of your life?"

"I said, 'Maybe I will.' I had no direction. I didn't really have a thought of leaving; I think I had a desire to do something more, but without any experience or education or money, I just didn't know what I could do," said Britt.

Britt's coworker invited him to attend a meeting for a new cleaning-product business that was launching. Britt was skeptical but reluctantly attended the meeting that night, which he now refers to as "the evening that changed the course of my life." After hearing about how he could make money selling this product, a beam of motivation lit up Britt's desire to make a career change.

"I got very, very excited," said Britt. "It was like this light went on in my head. I almost wanted to stand up and cheer. Inside I was going, 'I can do this! I can do this!' I think for the first time I saw something that I could do to break out of what I was doing and maybe have a better financial future for myself."

The only roadblock was that Britt had to put out \$4,000 to start his business-which he did not have. "I think I had \$9 in the bank," he said. But that didn't stop Britt. He approached 23 different loan companies before he was granted a loan to start his business.

The new company allowed Britt the opportunity to sell and start a business of his own. For the first year, though, he endured his share of hardships and struggles.



"I think I lost everything I owned trying to figure it out," said Britt.

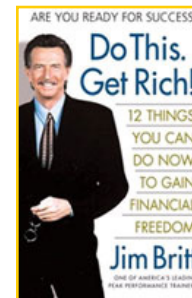
Britt was offered a helping hand one day when a colleague evaluated his business with him and showed him where he could improve. He helped Britt find his business focus again, and he also shared a bit of important advice with him: "In order for you to be successful, you need to help others be successful."

After Britt came out of his rut, he soared to the top of his company and was soon asked to train other salespeople and distributors on how to achieve the type of success he had. As his sales training escalated throughout the years, Britt began to make the transition to training full-time.

"When I turned my thinking around and

started focusing on helping other people, then my success took off," said Britt.

In his seminars and books, Britt only teaches lessons that he has experienced first-hand. Throughout his life, he has gathered steps for finding personal and professional accomplishment and prosperity. The first step that's necessary for success is the desire to make a change.



"There are a lot of people who have desire, but they're not willing to step up and make a decision to change their lives," said Britt. "If you keep doing what you've always done and keep thinking the way you always have, you'll end up with the same results."

The next step is having the will to step out of your comfort zone to face new obstacles associated with your goal or decision to achieve a certain success. Britt has lived through this process himself, as one of his worst fears used to be public speaking,



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which he has now done in front of millions of people.

“Each time I spoke, it was a new discomfort and challenge that I had to face and overcome. I think in any growth that anybody experiences, there’s always discomfort,” said Britt.

Throughout his career, Britt has written a variety of books on self-improvement and overcoming obstacles. Some of his inspiring books include *Do This. Get Rich!: 12 Things*

*You Can Do Now to Gain Financial Freedom; Money: How to Earn it...How to Make it Grow...;* and *Freedom: Letting Go of Anxiety and Fear of the Unknown*. One of Britt’s most inspiring and dynamic books is *Rings of Truth*, a book that describes his personal and professional journey and how he found truth in his life and career.

**On the Net**

Jim Britt  
[www.jimbritt.com](http://www.jimbritt.com)

*Rings of Truth*  
[www.amazon.com/Rings-Truth-Jim-Britt/dp/1558747249](http://www.amazon.com/Rings-Truth-Jim-Britt/dp/1558747249)

*Do This. Get Rich!: 12 Things You Can Do Now to Gain Financial Freedom*  
[www.amazon.ca/Do-This-Get-Rich-Financial/dp/0757002412](http://www.amazon.ca/Do-This-Get-Rich-Financial/dp/0757002412)

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