
If, At First You Don't Succeed, You're About Average

I won't take the time here to share the individual stories of these super successful people, but rest assured each one faced numerous obstacles and experienced multiple failures before winning in life.

Henry Ford – Went broke 5 times before founding Ford Motor Co.

Bill Gates – Dropped out of college and started a business that failed before birthing Microsoft.

Albert Einstein – Didn't speak until he was 4, couldn't read until he was 7, and later was expelled from school.

Thomas Edison – Teachers said he was *“too stupid to learn anything.”* He performed 1,000 unsuccessful attempts to invent the light bulb before doing it.

Winston Churchill – Failed 6th grade and lost every election until he became Prime Minister at age 62.

Oprah Winfrey – Endured an abusive childhood, labeled *“unfit for TV”* by a reporter, and was soon fired.

Dick Cheney – Flunked out of Yale...twice.

Jerry Seinfeld – Froze on a comedy club stage and was booed off.

Charles Schultz – Author of *Peanuts* had every cartoon submission rejected by his school yearbook and then was refused a job with Walt Disney.

Elvis Presley – Fired after one performance and told to *“go back to driving a truck.”*

Failure isn't the end of the world, but rather a temporary fact of life as a part of your daily sales career.

The most vivid way to explain this is by looking again to baseball, by reviewing the lifetime batting statistics of Babe Ruth and Hank Aaron. They are two of the best ever to play the game and are both in the Hall of Fame today. I'll compare their baseball stats to results salespeople might achieve from their activities.

△△△△△△△	Babe	Hank
At Bats	8,398	12,364
Hits	2,873	3,771
Home Runs	714	755
Strike Outs	1,330	1,383

Babe got a hit (closed a sale) 34% of the time (1 out of 3).

Of those hits, about 25% (1 out of 4) were *huge sales* (HR).

One out of every six times up (16%), he got a *door slammed in his face* (strikeout) without getting past hello.

He played in 2,503 games, meaning that an average of 2.2 times per game he got somebody to *answer the door* but suffered rejection and didn't get to first base.

Babe batted an average of 3.4 times per game but failed to reach base 2.2 times per game on average.

Hank got a hit (closed a sale) 30% of the time (< 1 out of 3).

Of those hits, about 20% (1 out of 5) were *huge sales* (HR).

One out of every nine times up (11%), he got a *door slammed in his face* (strikeout) without getting past hello.

He played in 3,298 games, meaning that an average of 2.6 times per game he got somebody to *answer the door* but got rejected and didn't get to first base.

Hank batted an average of 3.7 times per game but failed to reach base 2.6 times per game on average.

Both these guys were batting failures most of the time, if you view the numbers on a purely mathematical basis. However, in Cooperstown, and in our memories, they are in no way failures. What they did that was out of the ordinary was consistently going back to the plate with a bat, over and over for 20+ years each.

Those combined efforts produced over 6,500 hits and almost 1,500 home runs!

To make application of what was discussed in this segment to the world of sales, take a look below and determine how you can be as big a *failure* as Babe or Hank.

If you use Hank Aaron's numbers as your sales results, here is what will happen to you, remembering that he *failed* 70% of the time when it was his turn to bat. You would achieve:

3.7 serious sales conversations each workday (Hank's average number of batting attempts per game)

2.6 of those conversations would result in nothing sold (Hank's average failures per game)

1.1 times each day you would sell something (Hank's average number of times on base per game)

\$_____ in sales, each day (insert your company's average)

\$_____ 20 times the above number equals your monthly sales (typically 20 workdays per month)

\$_____ multiply x 12 to estimate annual income from the projected sales shown above

What will that level of *failure* do for your career?