

## People of influence are successful. Are you one of them?

Are you seeking more influence with your customers? With your boss? With your prospects? With your connections? With your associates and coworkers?

Have you ever thought about what elements go into being an influential person? Below is the list, BUT don't just read it – compare your skill levels to it, so that you can develop your understanding AND your status at the same time.

This list contains elements of the IDEAL influence. All people of influence do not have to have all these qualities, but the more they possess, the greater their power to influence.

*A power influencer is:*

**Smart.** A person who can reason, and be reasonable. A person who can think in terms of answers, rather than fret over circumstances. Someone who sees the big picture, rather than the immediate urgency.

**Shrewd.** Beyond smart, a shrewd person sees an answer and a game plan to implement it. And the implementation is seen in favor of the other, rather than in favor of themselves. It doesn't mean that you give up your winnings (earning, commission, money), but it does mean that everyone wins, not just you.

**Knowledgeable.** Beyond smart, a knowledgeable person knows what's going on in detail. Product knowledge, service knowledge, and experience. Not just how to work it – but how to use it to profit and produce.

**Successful.** A person who has completed tasks successfully, and had successful outcomes. a person who let's their record speak for them.

**A Winner.** A person whose history shows they know how to win, and they've won more often than they've lost.

**Full of Answers.** Influencers do not always push. Often they are called upon because an answer is needed, and the caller has confidence or faith that the influencer knows the right answer *and* the best answer.

**Someone with ideas that work.** Ideas based on past experience, the best possible answer, and a firm understanding of the circumstance will create influence enough to be accepted and implemented.

**Creative.** Creativity is the mother of ideas. A creative person has studied creativity and combined it with the brainpower to never be at a loss of thought in any situation.

**A thinker.** Most people never spend time thinking. That's why most people are not power influencers. Thinkers are also observers. They don't just talk -- they look, they think, they reason, and then they respond.

**Someone with a GREAT reputation.** If you seek to become a person of influence, other people will have to corroborate your credentials and your credibility. You may think you're a person of influence but in the end it's not what you think, it's what others think and what others say about you.

**Someone with great timing.** Knows when to hold 'em. Knows when to fold 'em.

**Someone with a great attitude.** I don't think you can influence at the same time you're whining and complaining. And maybe you should substitute the words power influence with the words *positive influence*.