**Bet on This**

Sarah and I are going to Las Vegas next week.

I won’t be gambling, though.

Instead, we have tickets to a couple of shows. We have reservations at a couple of very nice restaurants, of course.

And we’re going to visit good friends who live in Summerlin, NV.

Speaking of shows, I saw my first show in Las Vegas when I was impressionable 32-year old. I have forgotten the comedian’s name, but I have never forgotten what he said at the end of his set.

“You’ve been a great audience. When you leave here and go back to the casino remember this: The less you bet, the more you lose when you win.”

From that moment on, I looked at gambling differently. And now, I don’t gamble at all. Unless you count starting your own business, that is.

If I were a betting man, I would bet that your salespeople aren’t going home at night and reading about how to get better at their sales jobs. Or, watching Ted Talks. Or searching for great sales ideas.

In fact, only 10% of the people have what’s called a “learning mindset.” These are the people who seek out learning. The other 90% won’t seek to improve their skills unless it’s part of a job requirement. So you have to make it a job requirement and build it into regular business hours.

But don’t take my word for it.

Do your own survey. Ask your salespeople in a meeting or one-on-one what they’re reading, watching or listening to to get better at their sales jobs.

I will bet you $5 you get a lot of fluttering eyeballs and/or blank looks. If I’m wrong e-mail me and I’ll write you a check. My email is chris.lytle@instantsalestraining.com

Seriously.

You see, I don’t gamble.

If you need some free content for your next sales meeting, let me know. I’m happy to share an idea or two. You have my email.

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