

## Selling Yourself Every Day (IAC Committee)

To get ahead in life, you need to be in the business of selling. But this article isn't about exceptional golf course equipment. This article is about a one-of-a-kind product you sell every day... YOU.

There are endless situations in life where the key to success is the ability to sell yourself to others. In your career, the ability to convince a greens committee that you are the best person for the job is critical. When it comes to relationships, your ability to show your best qualities can be the crucial factor in clinching a date. When you think about it, if you cannot sell yourself as a person to others, you are going to have a difficult time selling them your ideas, your wishes, your needs, your ambitions, your skills, and your experience.

Despite the necessity of being able to sell yourself to others, there are obstacles that can get in the way. To overcome such obstacles, try focusing on the following:

### Be Sold on Yourself

This is the first, and perhaps most important, aspect to successfully selling yourself to others. Unless it comes naturally, this is probably also the hardest. Being sold on yourself comes down to this: you must believe in yourself, have faith in yourself, and have confidence in yourself. Here are just 3 ideas that may help:

- Live in such a way that you would want to be friends with yourself
- Find some time to reflect on what you like about yourself.
- Don't do anything that will give you cause to feel ashamed later.

### Have a Saleable Package

This article is predominately about letting others know about the inner contents of your package. That being said, there is no getting around the fact that people judge others based on their appearance. Some questions you may consider asking yourself are: Am I looking after my appearance to the best of my ability? Are my clothes appropriate for the image I wish to project?

### Be Positive and Enthusiastic

Can you remember the last time you received poor customer service? Did the person look bored, disinterested, and as if they wanted to be somewhere else? Don't be that person. Here are a few tips to help you:

- Look for the best in people
- Associate with positive people
- Care deeply about something
- See life as an adventure
- Smile

### Be Real and Authentic

Rather than being about whom you appear to be, selling yourself is about letting others know who you are as a person. For this reason, lies and half-truths are a recipe for disaster later down the line. By telling the truth, you will earn both trust and respect which, in turn, will help you build a great reputation. Not only that, it will make you feel good about yourself. The last thing you want to do is sell yourself out by compromising your values and principles.

Selling yourself is an important part of every superintendent's job. By believing in yourself, looking the part, and being positive and trustworthy, you will go far in your career and in life.



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