

## Quick Guide: How to Promote with Enthusiasm

Enthusiasm is infectious! The more you give the more you will get. When selling or promoting something – be it you, your product or service, or perhaps a new idea to your boss – the enthusiasm you communicate will greatly persuade the other person. Enthusiasm is the magic spark that gets support without having to ask for it. Here are the **top 10 tips** to help you be and to create more enthusiasm.

- 1. Enthusiastic thinking** is your first step! Decide what you need to be enthusiastic about. Define your goals that you are trying to achieve and decide how you will achieve them. Knowing exactly what you want to do and exactly how you want to go about it is giving you something to be enthusiastic about.
- 2. Knowledge** is the next thing you need. You need knowledge about your product or service you are selling or talking about or the idea you are promoting. You need to know what it does, what it can't do, how it will benefit your customer, the concerns or objections they may raise and how you will handle them. Knowledge gives you power and confidence and will therefore help you to be more enthusiastic.
- 3. Trust** yourself that you know what you're talking about. You will come across more confidently and in turn this will build trust in you and what you are selling.
- 4. High** is where you should be aiming! Aim high as you can always – if need be - come down lower. But if you start low where do you go?
- 5. Understanding** others' views and showing empathy for their opinions will show that you are taking the time to see their point of view. This will help build their enthusiasm for you.
- 6. Surround** yourself with positive people. If you are with negative people who are always dragging things - and you – down, this will not help. Talk more with the positive people at work so you are more upbeat, more positive and therefore more enthusiastic.
- 7. Innovative and initiative** – creating new ideas will encourage others about you. Be passionate about your ideas when presenting them. Use your initiative to make useful suggestions and to find solutions.
- 8. Ambition to succeed** will shine through if you are enthusiastic. Show how determined you are to achieve your goals and dreams, and promote or sell yourself, your product or your service.
- 9. Self-belief** is what you need to succeed. Believe in your own abilities, your product, the hard work you've put in, achieving your goals and you will succeed. Remember the saying: If you think you can you will. If you think you can't you won't!
- 10. Motivate** yourself to win. By being enthusiastic you are motivating yourself and others. So enthusiasm is the just what the doctor ordered! Try it today.

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