



## **Commitment and Hesitation**

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**Tony Parinello:** Hello everybody and it's Tony Parinello, and with me is our Head Business Building Coach, Mr. Steve Dailey, so Steve, welcome to the show.

**Steve Dailey:** Thanks Tony, great to be here.

**Tony Parinello:** Yes, it's good to have you, it's good to have you. So as usual when you and I get together on these shows, which happens once a month, I throw something into your lap and you make something great out of it.

**Steve Dailey:** Sound like a pop quiz.

**Tony Parinello:** A pop quiz. I have one situation, actually two situations with two different words. The first situation is with the word 'commitment'. The second situation is with the word 'hesitation'. So I want to dive into those two words and the consequences of not committing when you should, in business. Now, I'm not going to talk about personal stuff, let's keep it to business and, hesitation when you shouldn't or you should and sometimes in my world, these two things get a little confused. Now I bring you back to a situation that happened to me this morning--

**Steve Dailey:** Okay.

**Tony Parinello:** --which is not related to business, but it brought these two words to my mind very vividly. So I'm out surfing and the waves were good sized. This one wave coming in and it looked a little bit bigger than I wanted to take and so I looked at it and I turned to take it and I thought "I better not", and that hesitation, that split second hesitation, the wave breaks and just works me, really, really tremendous. So after I--

**Steve Dailey:** You get doubled, Tony?

**Tony Parinello:** What's that?

**Steve Dailey:** Did you get doubled?

**Tony Parinello:** Oh man, I got into the rinse cycle and the wash cycle all in one. So, I paddle back out to the line-up and I'm just getting my senses to me and then a next nice size wave comes and I looked at it and I made the commitment and I made the drop, it was a perfect wave, it's screaming right and, I was, you know, I



was hootin' and hollerin' to my own self as I was riding this wave, and I thought "wow, what a difference". Now, yes, that wave was a little different, it was very dynamic but the hesitation versus commitment, it's something that stayed with me for the rest of the session as I walked into the studio. So, with that, my friend, talk to us about the mindset, the consequences, the rewards of those words.

**Steve Dailey:** That's beautiful! So, okay, let's kind of go at it from a-- well, we will use your analogy, if I can. What was your motive? What was your purpose to go surfing in the first the first place?

**Tony Parinello:** Oh, to get exercise, to be in the ocean, to have fun, to be with my friends, yes. You know I surf, I surf to stay in shape and I surf because I love the ocean nicer, because my friends, we all kind of--

**Steve Dailey:** Sure.

**Tony Parinello:** --go together, you know, camaraderie and stuff.

**Steve Dailey:** Okay, see you know I'm hearing two motives: one is about activity and exercise and the thrill of it and the fun of it and all that. And then the other motive is something about socialization and camaraderie and that kind of thing, right?

**Tony Parinello:** Yes, that's right.

**Steve Dailey:** Okay. So, when another question here. When you are done surfing and you know, you guys are talking about you know, your heroic of the morning, are you typically talking about the waves that you caught or the waves that you missed?

**Tony Parinello:** Oh, that's a good question. A little bit of both.

**Steve Dailey:** Oh, yes?

**Tony Parinello:** Yes--

**Steve Dailey:** Okay.

**Tony Parinello:** --yes, little bit of both. I mean, you know that--

**Steve Dailey:** How do you usually feel most heroic about them? Where do the bragging rights...

**Tony Parinello:** Oh, the bragging rights come with catching waves and tremendous wipe-outs.

**Steve Dailey:** Right. Anyways going forth.



**Tony Parinello:** Yes, that's right.

**Steve Dailey:** Okay, all right, so I'm going to secure your analogy, your motive is about participating, taking advantage of, taking, you know, jumping into the mix, I mean you know, taking action. That's, you know, your motive is mostly about taking action. It's not about hesitation. Your motive is about the commitment that you make whether it be, you know, the great, you know, the amazing waves celebratory consequences or you know, wipe-out. And either case you went for it and that's what feels good, it's why you went there and it's also what you talk about most, but your motives reside most of the time, is on the commitment side, not the hesitation side.

**Tony Parinello:** So, so then is it the healthiest thing to do here before we any endeavour, be it a sports endeavour or a business endeavour, is to examine our motive?

**Steve Dailey:** Absolutely true. So, in a general concept, it's how we present it, I'll come back around to maybe a couple specifics here but in a general context, there's almost no motive. And, in general, here, there's almost no motive that is satisfied by hesitation, almost every motive is satisfied by commitment.

**Tony Parinello:** Whoa--

**Steve Dailey:** That makes sense?

**Tony Parinello:** Well, yes I've never quite thought of it that way, that's a very interesting, it's a very interesting--

**Steve Dailey:** Right.

**Tony Parinello:** --perspective. Okay, so--

**Steve Dailey:** Now here's--

**Tony Parinello:** --that rings true. I mean, that totally rings true.

**Steve Dailey:** Yes. So if there's hesitation, so now let's get really a bit more specific here. If there's hesitation as from a coaching perspective and a mindset perspective my question would be me it would be why how come? Why is that? And the answer is going to be revealed that either the motive is not clear, or the motive isn't really pure. It's not, you know, you know. So let's say you went out, you said, yes, I'm going to go surfing, you know I came out with the guys and the gals and all that, and you know and I might give a less size a try.

And let's say, you know, the waves come and go and you've got, what I like to refer to as the 'yeah, but'. Yeah, but I'm not good enough, yeah, but I might look stupid, yeah, but you know I'm just kind of getting back after being sick or whatever. Yeah, but I don't want to get hurt. Well, then your motive wasn't clear, your motive



wasn't really about participating, it was actually about sort of you know, playing with the idea of it. Not a very strong motive and so hesitation can come in quickly to basically, overtake, overwhelm what might be a motive that sounds good.

**Tony Parinello:** So, let me apply this now to signing up, let's say to go to a seminar or signing up to attend a webinar.

**Steve Dailey:** Yes.

**Tony Parinello:** And let's say the seminar, the webinar is expensive, it's going to take some financial commitment.

**Steve Dailey:** Okay.

**Tony Parinello:** So, what needs to be examined or coached or suggested when you sign up but you don't pay for it immediately or you sign up and you pay for it but you don't show up for it? What happens there? Is that 'yeah but' pretty strong that comes in or what's going on there?

**Steve Dailey:** Well sure, so the, you know, in both cases, the idea of participating in a webinar is a nice idea but that's not really a motive. Signing up isn't a motive. What you're going to get out of it is the motive or the hope or expectation or expectation that you can actually learn something that could make a difference in something that's important to you.

So, signing up for a webinar isn't a motive, getting something out of the webinar that will affect your life or business in an important way is the motive and so if you if there's hesitation, it's because the motive hasn't been declared or as I said earlier isn't pure.

**Tony Parinello:** Oh there's a keyword I want to talk about - declared, so when we get ready to make a commitment is it best to write down our motives so when hesitation sneaks up and the 'yeah but's' sneaks up we could look and read our motive?

**Steve Dailey:** Well, I mean I'm a fan of that, as you know, journaling and writing down goals and, you know, writing down, you know, motives. But it's not required. I think it's just clarity of thought, you know, taking time to pause and think, so why am I doing this and again, you know when you carry a board out on your shoulder or on your arm, where I guess you use a longboard. Anyway, that is the beach, you know, your march up here with all the things that you said earlier, you know, clearly, you don't have to write it down. You were clear, you were, you know, by putting on the wetsuit and waxing the board and whatever else you do to get ready. I mean, those are all little, little movements in the direction of a very clear motive. I'm going to go out there and catch a wave, come back, brag about it, have fun and get on with my day. And so I think declaration is about that little space, you know, you hear me talk about a choice. The little space between stimulus and response.



You want to go surfing - stimulus. Response? Yes, but there's a space between stimulus and response. Do you want to go surfing? Okay, I think I would but what am I going to get out of it. Yes, okay, so there's like a really important moment when you sign up for a webinar, picking up the phone to make a sales call, you know, I mean we can talk about any aspect of business. There's a moment of choice that is practiced, or not, where we declare our intention, expectation hope even for an outcome, and that's motive.

**Tony Parinello:** So can I add a few words here about the declaration. This should, I'm thinking I just wrote down after the word declaration because I'm a note taker as you know--

**Steve Dailey:** Yes.

**Tony Parinello:** --I wrote down 'of clarity'.

**Steve Dailey:** Yes.

**Tony Parinello:** So, I want to be really clear on my motive before I put my feet in motion.

**Steve Dailey:** Otherwise you're going to be absolutely true, and otherwise the cost of not being clear can be -- maybe we could even say, go so far to say obstinance. Think vulnerable to hesitation or if you like to call it, **FUD** - Fear, Uncertainty, and Doubt. So, you're setting yourself up for a --

**Tony Parinello:** A wipe-out. For a wipe-out. Yes, yes, yes.

**Steve Dailey:** --for a wipe-out, yes and then you set yourself up for not feeling good about yourself not feeling like moving, for not taking action, not stepping into the, you know, into the waves, to these analogies of progress and performance and success. If you don't, if you're not clear about your motive.

**Tony Parinello:** So let me ask you this, when is hesitation then healthy and wise? And--

**Steve Dailey:** Before you are clear about your motives. So--

**Tony Parinello:** Oh.

**Steve Dailey:** You see, I'm glad you brought that up because sometimes it is good to challenge yourself. Do I really want to do it? Is this really the right time? Do I have enough information? Am I really ready to go? Now, that's a healthy exercise but caution. I had an e-mail exchange today with the client with words I said look, you're over thinking it, you know, you only need, you've heard me say this before, you only need really 51 percent of all the information to make a confident action.



That you don't even know everything, in fact, you won't always know everything. There's always more stuff that you're going to know after you decide. This is true for, you know, I was talking with another client to say the day about goals and he was agonizing over his goals and I said, Look, you can only set your goals based on what you know right now and guess what, as soon as you start moving toward your goals you are going to know a whole bunch more stuff so, what I'm saying is what's consistently a theme here, there's always more information on the way to declaring a motive, but I think it's healthy to hesitate in the formation of a motive, to gather additional information, ask yourself if you're truly ready, using the surfing analogy, am I really-- do I want to? Do I really want to do that? And you know if you can't say yes then, you know, well then don't go.

**Tony Parinello:** So Coach Steve, take us back to the list you went through it so quickly, is it the right time, I wrote down time, do I have enough information - I wrote that down and then are you ready to go? Was there something else in there like a little checklist that--

**Steve Dailey:** Yes, well we can also form that, okay, so yes is now a good time? Are you equipped to/ ready to take action, to go? Do you want to? I mean the desire is an essential, critical part of progress and success in any area of life, especially business. We mentioned timing. Another good question is, "Is there anything that I don't know that I need to find out about, that I need to learn about?" Another good question is, "Do I need help or instruction or guidance in order to feel good about my pursuit?" These are good questions, you could call them hesitation I guess, I'd rather call them research.

**Tony Parinello:** Yes, confirmation--

**Steve Dailey:** You know what--

**Tony Parinello:** --research and confirmation--

**Steve Dailey:** Yes.

**Tony Parinello:** --like a closed loop, a kind of a feedback, a closed loop feedback too. So we're making sure it's a good time we have. We're ready to go. Are we equipped, are we ready? Do we want to? Is the desire in place? Is there anything I don't know? Do we need help or guidance? Is a great question to ask because asking for help as we all know is sometimes difficult to do but that could pretty much guarantee your success and the completion of your commitment?

**Steve Dailey:** That's right. It's exactly right and conversely, you know and more introduce I guess, add confident and certainty of what you're pursuing.

**Tony Parinello:** Perfect.



**Steve Dailey:** So, motive. A clear declared motive is essential for moving forward, making progress, you know, being a successful individual in any aspect of life, especially in business. A clear motive but, it's good, it's healthy too at times, check in on whether you, you know, whether your motive is clear? When you can declare it, and that's where the positive of hesitation is. But, if you find yourself saying, yes, I want to sign up, yes I want to have more, be more successful in selling. Yes, I want to meet or surpass my quota. And then finding yourself hesitating then from a coaching perspective and you can do this to yourself, why is that? Why you hesitating? And it's because you, you know, you haven't been clear about what you are getting out of it. What is in it for you?

**Tony Parinello:** So, Coach Steve, you mention this now 3 or 4 times, and let me see if I can put this in my own words about a motive, the motive really is healthier and more complete if we look at the end result of what we are being, or what we are committing to. So, the purest motive would be something that is a result of some action--

**Steve Dailey:** Yes.

**Tony Parinello:** --rather than just the beginning of said action or whatever, so we should always look at the end result and fix that in clarity and a declaration to our motive.

**Steve Dailey:** Okay, well, most of what you said is right on. Motive is a visualization of an outcome.

**Tony Parinello:** Perfect.

**Steve Dailey:** Okay, so if you don't have a clear picture, that's when we don't have clarity, you know, let's put it in this vernacular, if you don't have a clear-- if your outcome isn't clear, then you have not declared a motive, you can't, you know, you can't, you know, wishes and hope it, and try it and maybe and sort of, and kind of, I will think about, you know, none of that stuff is real, is doing it. And so yes, we need to, you know, everything you said there is dead one as long as we are clear that motive is a Visualization of an Outcome.

**Tony Parinello:** Perfect, here again, I throw something in your lap with a lot of fuzz and haze and fog around it and you give us tremendous clarity. I'm going to give you the last word here. You can take it about the topic we've been talking about, you can give us a battle cry. Anything you'd like to do to wrap this all up in a nice little bow for us.

**Steve Dailey:** Okay, how about a challenge? Take a look at your To-Do list for the rest of today. If whether you listen to this live or on the archive. Just pause for a second, take a look at what you said you were going to get done today and ask yourself if you're clear about the motive, the outcome for that to-do list, because I



promise you, wherever you're clear about your motive, you're going to get that stuff done. Wherever you're not clear or you don't have a motive, take it off the list, you're not ready.

**Tony Parinello:** I love it! Coach Steve, thanks for being who you are and doing what you do and thanks for spending your time with us today. Have a masterful rest of the day.

**Steve Dailey:** You bet, Tony, thank you.

**Tony Parinello:** All right, bye.

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