

Are You Making Fatal Assumptions That Let Revenue Slip Through Your Fingers?



Making assumptions is part of doing business. Every day, you act on assumptions because it is nearly impossible to have every piece of information before taking action.

Assumptions are often based on your experiences, what you learned, and part of your system of beliefs. If your beliefs are not sound, your assumptions are not sound.

These assumptions can serve you or they can stop you. They can also let revenue slip through your fingers. Yet, when you test your assumptions, the possibilities can be endless.

Let's take the bottled water industry. In the 1960s, who would have thought that people could make a profit off of something that was as close as the nearest water fountain? Years later, someone tested their assumption. Today, you can't enter a supermarket or gas station without shelves filled with various brands of water and mixes to put into them.

Assumptions can work for you or limit you. Without challenging your assumptions, you may be resisting possibilities. For example, one of my clients routinely made quick assumptions and made one on a program she just purchased. She quickly went through the reference materials. She assumed that she had everything in her business just by looking at the program manual. I asked her if she listened to the accompanying CDs and completed the exercises. She did not. I asked her to test her assumption. She then committed to moving through the entire program.

A few weeks later, what she found by testing her assumption was priceless. She discovered gaps in her sales process, a brand new revenue stream, and saved thousands of dollars simply by tapping into free alternative resources that she assumed she would have to purchase.

In your daily interactions, ask yourself:

- What assumptions am I making?
- What are all the possibilities - ones that will get me closer to my vision?

The moment you start to assume you have all the answers, limit yourself with an excuse or convince yourself something can't happen - stop yourself. Ask yourself these two questions. Then, watch how many possibilities are created just by looking at all of the alternatives.