**Winning Vs. Whining**

Hi everybody, welcome back. I’m Kenny Chapman, the Blue Collar Coach and I’m stoked that you’re with us here again today.

Here is what we’re going to cover today. We’re going to talk about winning and we’re going to talk about whining and more importantly, we’re going to ask you specifically: are you a winner or are you a whiner? We’re going to break those two down, so let me just open right there.

**Which type of Person Are You?**

For you, as I look at you as you watch this, look me in the eye my friend. Stare deeply and follow this question: Are you a winner or are you a whiner? Are you the kind of person that sits back and says, “This is wrong and that’s wrong and this isn’t going to work and wah, wah…can you see my tears?”

*Oh, poor you.*

Okay. Let’s be honest, I’m not going to be calling you out like that here today. I’m talking about this topic because my clients are asking for it.

I’ve done a little writing and recording around this particular topic, because as I record this here today, this is very, very big in our world.

You can almost see people walking down the street and know *right away* if they’re winning or if they’re whining.

I want to challenge us here today.

As contractors and as technicians and as frontline customer service and sales people, the ones that are out there touching our customers on a daily basis and representing our brand and taking care of our families and doing all of these things, **whining is no way to accomplish positive results.**

You might say “Yeah, but Kenny you don’t understand. It’s different for me. I have this going on.”

I get it, okay? I’m not here to minimize your current situation or your current challenge. What I am here to do is *maximize your mindset, your beliefs, and your understanding*, because most of us do things on a daily basis without really understanding or diving into what the ramifications are. (How it’s going to impact and affect our results and our lives.)

We have our company goals and we often say, “Well, I didn’t have my goal because of this, that or the other.”

A friend and mentor of mine, Larry Winget wrote a book and he called it *Shut Up, Stop Whining and Get a Life.*

I said, “Wow Larry, that’s really getting in your face like on those reality shows.” Right? But that’s not what I’m here to do today. What I’m here to do today is just challenge a few things.

We’re going to break down five traits that make the difference between winners and whiners and at the end of this session I’m just going to ask you to make a choice (not for life, not forever) but just a choice for *the next 24 hours.*

What do you think? How do you feel? What do you want to choose?

**Winning is a State of Mind**

Here is the first thing I want you to understand: **winning is simply a state of mind.** You might be thinking, “That’s not true Kenny. I see this person that has this fancy car and this person that has this more successful company or this person has...”

Wait a minute! That’s not what it’s about.

I’ve seen millions of totally rich (rich from what the world calls it) people that are absolutely miserable. They have no quality of life. They have no quality of relationship. They have no quality of health. *They have no quality of happiness.*

All the things that really matter in the world, they don’t have them. So that’s not what winning is. **Winning is not about money.**

Winning is a state of mind. If you want money in your life to use as a tool, then the more that you condition yourself as a winner, the more opportunities will come your way for you to win in that category.

So here is the thing. I want you to realize this: Winners have problems, too.

We need to look at how we label and classify. We tend to think, “Well, this person is a winner and they must not have any problems.” They have tons of problems!

There are a lot of people who have created a lot of external worth and wealth in this world who **have been broke before.** They’ve been through challenges.

A lot of people have had these experiences, but because they have a *winning mindset* they’re able to get back on top or they’re able to use that situation and leverage it and say “Okay, what’s the next thing for me? How can I use this information and they ask better questions?” We’ll talk more about that in a minute.

**Winners Look at Situations Differently**

The fact is that when something bad happens to a winner or somebody with a winning mindset or there is a problem that arises, winners just look at it differently.

**Winners focus on the solution**; they don’t focus on what’s wrong or the problem itself.

As I record this, our industry is in a little bit of a state of turmoil all over the world. My clients all over the United States and in Australia are having these different economic challenges.

Here is the thing. We’ve got to look at this and say, “Okay, what can I do? How can I win in this current situation? Can you go change the entire economic situation? Can you? Can you? Can you?

No, you can’t, but you *can* change your state of mind.

When you choose to focus on winning during these times, when things begin to turn around you win at a *whole different level.*

**Five Traits of Winners vs. Whiners**

There are five different traits we’re going to communicate here today.

**#1: Whiners focus on the past and winners focus on the now and the future.**

Okay. Whiners focus on the past, but winners look at what’s going on right now, today. They ask, “What can I do to improve my situation moving forward?”

Now let me get clear about one thing.

The only thing you can do to make your situation better moving forward is to **do something differently than today than you did in the past.**

Get really clear about saying “Okay, I want to change my future. I want to improve my future. I want to hit the top of the sales board. I want to have a better goal. I want to get more add-ons. I want to have more service agreements. I want to have more leads flip or whatever the case may be, *I have to change behavior today* in order for that to happen.”

Think about it like this: **whiners focus on the past.**

We’ve all got friends like this. We might be able to look around the room right now and see some people in this organization that are doing that. Right? It’s like you’ve got the rearview mirror going.

They say, “That was bad” or “Remember when it was better? Remember that?” All of you remember a few years ago, when things were easier and the money was flowing a little bit more? Well, that’s not serving anything today. So get out of that thinking. **Get out of that mindset and get into today.**

Picture it like this. I want you to think you’re driving down the road, in whatever car you have. (Don’t think about this in your service truck.) So you’re driving down the road and you’re just looking in the rearview mirror, looking in the rearview mirror, looking in the rearview mirror.

How long are you going to be able to stay on the road my friend, if all you’re doing is looking in the rearview mirror and trying to drive your car forward?

What’s going to happen?

*Screech, look out, bam, crash!* That’s what’s going to happen.

It’s the same thing if you’re only barely looking over the hood as you drive this car. You’re going to wreck that way too!

What you’ve got to do is glance up in the rearview mirror and say okay, there is a little past experience. *What can I learn from what just took place?* Here is where I am right immediately in front of me as I drive this car and then I’m glancing up, looking forward. *Where do I want to go? Where do I want to be?*  That’s what winners do my friends, **regardless of external circumstance.**

**#2: Whiners focus on what’s wrong. Winners focus on what’s right.**

Whiners focus on what’s wrong and winners focus on what’s right. Again, we have this experience on a daily basis, where there are so many things coming at us and a lot of us are just *conditioned negatively* over the course of our lives.

We’re often taught, “No, you can’t do this. No, you can’t do that, no, no, no.”

Pretty soon we start taking that on and we develop this negative mindset. I want you to challenge that and I want you to **look at what’s going on that’s right.**

There have been studies done that say over the course of a day (if you take the major, overall events that happen) that people actually have **only one thing go wrong and 35 things go right**. One bad thing and 35 good things happen, *but where do we focus?*

You come home to your spouse. You’re having dinner that night. She says, “Tell me about your day honey.” All of a sudden you’re talking about *that one bad thing* that happened. All of these other things went right, but you’re focused on that one bad thing.

Please understand that I’m not encouraging you to take an ostrich approach and dig your head in the sand and pretend like everything is great when it’s not.

I’m just saying **let’s focus on what’s right instead of what’s wrong**, because if we’re focused on what’s wrong, we’re not in a *solution-based mindset* in order to improve the situation. We’re just going “well; this is bad, this is bad, this is bad.”

Okay. So maybe something is ‘bad’.

*So what?* Get over it and get on to what’s good and what you can make good.

Start to say, “This is what’s kind of going well” and ask yourself better questions like “How can I ramp that up?” and “How can I improve that?”

Now we’re onto something. That’s what it’s about.

See, it’s about **elimination of thought**, my friend. What do I mean by that? What I mean is you’ve got to become a real master at eliminating thoughts. We do it every single day, but *we do it unconsciously.*

Think about this for a minute.

We have lots of thoughts constantly coming in, and it’s been proven that **we have 40 to 60,000 thoughts a day and up to 85 percent of those are negative.** These are crazy statistics, but still reality.

As we eliminate thoughts what happens is, if you’re happy and you feel good, you’re **eliminating the thoughts that are negative** and make you feel bad **and you’re hanging onto the ones that feel good**.

If you’re negative and you feel bad, you’re eliminating the thoughts that can help you and serve you and make you feel better. You might be thinking, “Oh, this is fluff stuff Kenny. I’m not buying this.”

Well, guess what? Welcome to the whiner world if that’s what you’re thinking right now!

I’m talking about how to position yourself as a winner. Whatever you do in your company and in your life, (because this stuff works) **eliminate the things that don’t serve you and embrace the things that do.**

**#3: Whiners blame other people and situations. Winners take responsibility.**

Whiners blame and winners what? Winners take responsibility. Whiners blame the situation, the economic condition, the market, the service call they got, the swing that they got, the opportunity that they got, etc.

“You don’t understand. It doesn’t work blah, blah, blah, blah, blah, wah, wah.” *See my tears again*. **That’s what whiners do.**

Winners take responsibility and say, “**How could I have been better** in this situation? If I didn’t get the result that I want, what is my part, where I play? What are the areas that I can take control? What are the areas where I can learn and implement, while I improve my situation and results in the things that I do?”

If you think about it, if you’re whining and blaming other people, here is what you’re doing. If you begin to blame other people, blame your service manager, blame your sales manager, blame your customer, blame the financing program, whatever it is, as soon you blame, **you take your power and you hand it over.**

You give it to somebody else.

If you say, “Well, it was my service manager’s fault, because he gave me this call,” *then suddenly you’re powerless*. You’ve given away your power to create positive change in your results, because now you’re saying *it was somebody else. It wasn’t me. I didn’t have anything to do with it*. You’ve got to shift that my friend.

**You’ve got to take your power back** and say, “I’m not giving this away. Man, that didn’t feel good. It didn’t work out. I didn’t get the result that I want and I don’t want that to happen again, but I’m not giving away my power, because I have the ability to create my situation with what I have.”

That’s what winners focus on. That’s the power.

It’s not easy all the time. It’s definitely not easy. I’m not saying that you’re never going to get in a funk. Every single thing I’m talking about here with you here today my friends, I have had the same challenges.

It’s about catching it. It’s about realizing as soon as you begin to go down that whiner’s slope, you say “Whoa, wait a minute! That’s not me. That’s not who I want to be.”

**#4: Whiners focus on scarcity. Winners focus on abundance.**

Whiners have what I call a “scarcity mentality.”

In other words, whiners say things like: “There aren’t enough calls. There is not enough opportunity. There aren’t enough customers. There is not enough money. There aren’t enough swings.”

There is not enough whatever it is. There’s just not enough, not enough, not enough.

Winners, however, are *abundance-minded*. Winners say: “**Yes, there is enough.**” Winners say, “I hope you hit your goals, my friends.”

You’ve been in those cultures or in those companies, where it seems like the same people are at the top of the sales board and that must just be it. There is not enough for everybody else.

In my own company and marketplace there was a time when we had four trucks and we were completely stuck at four trucks. As I was growing my business I started with one truck and then I got two. (The biggest players in town had four trucks each.) Then I added my third truck and one of the other companies also went to three trucks. Now I had three and they had three and then I added my fourth truck, and one of the other companies went down to three trucks. So now I had four and they each had three and there were only that many trucks in our market. We’re just passing them around and that must have been it.

**Then I got out of my head and I got abundance-minded** and I said “Wait a minute, there is enough for them to have as many trucks as they want and there is enough for me to have as many as I want. I’m not worried about what they’re going to do. They’re going to do what they’re going to do. I’m worried about *what I’m going to do* and *what I will do*.”

That was when I began growing my business beyond four trucks.

Is it all the mindset? I don’t know. Does it work? **Absolutely.**

So why wouldn’t I use it? Why wouldn’t I embrace it and use it?

**#5: Whiners resist change and winners embrace it.**

When it comes to change of any kind…be it company, be it human resources, be it management, be it changing positions, be it changing technical skills within a company, asking you to sell when you didn’t used to have to sell, asking you to flip leads when you used to get to sell…whatever the case is, whiners resist change and winners embrace it *and even create it!*

An interesting thing happens here.

You might be saying, “I’m really not liking the change that’s going on now.” As I record this today it’s an economic downturn and some things are challenging out there and I don’t know when you’re going to watch this. Maybe we’ll be in a full on upswing and it won’t even matter, but guess what? If we’re in the upswing, **there is change going on** and there are different kinds of change.

The only constant we have is that *things are going to change.*

**Stop Living In The Past!**

Whiners resist this change and say, “Yeah, but I remember when it was better. I remember when it was different. I remember back in 1983, when this happened.”

*Come on man, get over it!*  Let’s live today and tomorrow and the day after that. **Let’s not live in the past.**

A saying I use often is: “Put away the yearbook!” I’ve got friends that hang on to their high school years when they were a great athlete and now they’re living this mediocre, somewhat miserable life and they long for those ‘glory days.’

Remember Bruce Springsteen’s hit record, *The Glory Days?* It was about hanging out in high school. **Put away the yearbook, man.** It’s over. It’s game time. **Now is your life.**  It’s happening now.

-Your customers need you *now.*

-Your company needs you *now.*

-Your family needs you *now.*

It’s time to show up and *stop resisting change.*

**It’s all about your mindset.** It’s about your conditioned mindset. I’ve talked about this before, but not in this way, not in this structure, and not in this form.

When I began speaking about whining versus winning recently, my customers and my followers started saying, “Tell us more! Give us more. We want more help in this area.” I’ve got business owners saying, “Man, I’m struggling. I have an issue.”

I’ve talked about it before, but I had a friend that hung a saying on the wall of his office that said: “If you think it sucks to work here, you should own the place.”

I thought, *are you really hanging that plaque in your office?* Then I thought, *well, you know what? At least he’s telling the truth, because a lot of owners walk around just like that with the attitude that “it sucks to own the place”, but they don’t verbalize it.*

It’s the same thing with technicians.

Hey, you chose to be here. If you’re sitting in that chair today watching this, **it’s your choice to be there, so don’t whine about it.**

You might say, “Well, you don’t understand, Kenny. I have a family. I have to be here, even though I don’t want to be here.”

Get over yourself! You made a choice to be here.

Now I’m asking you to make a choice to *do everything you can* with the choice that you made to be here.

That’s it.

Are things going to change today? Yes. **Embrace it.**

**How Zappos Approaches Change**

There is a great company called Zappos that was started a little over a decade ago. In ten years they built a *billion dollar business* (and in an industry that said “this can’t be done.”)

They started out with online shoe sales and then they moved into different products. It was cutting-edge when they first started and they were having a hard time raising money because people said, “No, it’s not going to work. It’s not going to happen. It’s not time for it.”

I’ve been studying their core values with my clients lately. The number two core value that Tony Hsieh (the CEO of Zappos) wrote when they first started out a little over a decade ago was: **Embrace and drive change.**

Under the core value, there is a paragraph where he wrote about what he means by the statement, and he talks about the fact that they need to *embrace change from the bottom up.*

You guys are the ones on the front lines. You guys are the ones that are seeing things. If you see a viable change that needs to take place in your organization, go to your bosses or your managers and share the information, but don’t take it personally if they don’t just say, “Oh wow, that’s great! We’re just going to change that right away.”

**It’s about developing relationships and communication** so we can go back and forth between management and frontline and ask, “What are the changes we need? How can we become better as an organization?”

This is a much better alternative to going into a whining mindset and saying, “We need to change this because I don’t like it and it doesn’t affect me in a way I’d like it to.”

That’s what I’m talking about here, my friends.

**Finding Things to be Grateful For**

It’s about **finding what’s good, not what’s wrong.** It’s about saying, “Man, I’m grateful that I’ve got a job here today. I’m grateful I get an opportunity to go out in the world and make a difference in my client’s lives. I’m grateful that I work for a progressive company that is investing in training and giving me an opportunity to listen to a motivational speaker. I’m grateful that I have this opportunity, because I haven’t been exposed to this a lot.”

*What else are you grateful for?*

**That’s the quickest way to change your state of mind**, but if you don’t focus on gratitude, things begin to slip.

Back in 1990/1991, I was in the first Gulf War. I spent seven months in Saudi Arabia and Iraq as a United States Army soldier.

I remember when I was there, thinking to myself, *I will never be challenged with gratitude again, because when I get back to the States (if I get back to the States, if I live through this war and I make it back there) I’m never going to get in the shower and not feel tremendous gratitude when that hot water pours over my body.*

I thought, *I’m never going to sit down at the dinner table in front of a hot meal again and not have tremendous gratitude that I get to eat a hot meal.*

I went so many days and spent so much time without a hot meal and without a shower (and when I did get a shower it wasn’t hot water) that it gave me great perspective. But guess what? Now 20+ years later, I don’t think about that every day.

As much as I use my tools and try to focus on what’s right, you still get caught up in things. Before you know it, you’re in the shower, in your head thinking about what’s next, and *we don’t take that time to be grateful.*

We’ve got to change those things, because **winners focus on what’s right and whiners focus on what’s wrong.** I know you’re a winner at the core, my friends. **You were born a winner**, we’ve just layered some stuff on top of that. We’ve covered some things up.

**Get Used to Hearing “No”**

It’s been said that **“The ancestor of every action is a thought,”** and I’m a big believer in that, because the *things that you’re thinking about today are absolutely going to impact how you go into the market today*.

Thoughts impact how you take care of your customers today, what types of add-ons you offer, what types of options you offer, and what types of upgrades you offer.

You’ve got to stay focused there, because if you’re doing a good job creating your option sheets and presenting things to your customers, **you’re going to hear “no” quite a bit.**

Why?

Because you’ve got a list of five, six, or even eight things and you have to slow down and you take the time to educate them on each one of the opportunities. You need to help them understand which one is best for them and let them make the choice, and guess what?

They’re going to say no.

You’re going to go to the next option and they might say no.

Then, you’re going to go to the next one and they might say no.

Then you might get down to the bottom, the total broke/fix repair that they actually called you there for.

You spent all this time with them. You spent all this time creating this option sheet and they say, “Yeah, I’m just going to go with that $500.00 repair.”

**We have this tendency to get frustrated and irritated**, instead of hanging in there and going ahead and selling a service agreement and getting them as part of our team, because you know these other options need to be done and you’ve planted the seed.

Right now we get the broke/fix repair. But we also gained a customer that’s going to come back to us for life and we stay focused on what’s right instead of what’s wrong (and you walk out of there saying, “I got $500.00. I got a service agreement. I got a customer for life and I’m focused on what’s good.”) We don’t say, “Man, I quoted a $27,000.00 system with a complete remodel and I didn’t get that.”

-Stay focused on what’s right, not what’s wrong.

-Be a winner on a daily basis.

-Recondition yourself.

Catch yourself asking the wrong questions; **whiners ask the wrong questions, winners ask the right questions**. It’s all about the questions that you ask. Why did this happen to me – winner or whiner? I wonder how bad my next call is going to be – winner or whiner?

For example: you get a page, look at it, and think, “Oh man, there is not going to be anything here” – that’s a whiner’s attitude.

Instead, let’s get focused on *okay, I don’t know the situation. I’m going to go connect with somebody. I’m going to do what I do with confidence, with belief focused on what’s right and we’re going to see what happens from there.*

**Be A Winner From Now On**

**Stay focused as a winner** this week.

I want you to catch yourself, just for the next 24 hours, and pay attention. Remember: *Thirty-five good things happen, and only one bad.*

Where is your mindset?

Where do you focus?

Challenge yourself. It might not be easy, but it’s worth it.

I’m here to tell you: **stay focused on being a winner; don’t get sucked into being a whiner.**

I’m Kenny Chapman, the Blue Collar Coach. I want you to have a better than fantastic week and I’ll see you next time!