

## Where Are You Sitting? *by Cathy Kuzel*

Almost without exception the top business/sales people are seated at or very close to the front, depending on their vision and the angle of the seats.

As a Keynote Speaker and Workshop Facilitator, I have spoken at many functions of many descriptions. I have spoken to groups of ten and once to a throng of 1,000+ and the one thing I have consistently noted, especially in business conferences and sales organizations - the 'keepers' in the front row will make the most money.

### **Fact.**

Those people who already "know it all" or feel that they do, or those people who think "I've heard it all before," will invariably arrive late or at the last moment. They are also the ones most likely to squirm in their seats, leave early or talk to the person next to them.

### **Conclusion?**

Front-row people by and large come to educational or inspirational meetings with great expectations. They come prepared to learn and take notes.

A study at Harvard University revealed that people get the most out of meetings who:

- (a) come with the expectation of getting great ideas,
- (b) take good notes, and
- (c) talk with colleagues about what they learned and compare notes.

In short, these people are winners because they plan to win, prepare to win and expect to win.

That's a good approach to life in general, don't you think?

Try arriving early and sitting at the front for the next meeting. You never know what you'll learn!

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### **About the Author**

Cathy Kuzel, author of *Are you a Collector or a Connector*, publishes "Connect!" a monthly ezine providing free information and resources for entrepreneurs. She is a professional speaker and trainer on sales, customer service, professional development and a guru at networking.

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