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## SPECIAL FEATURE

### The Importance of Mental Toughness

Running a small business is demanding - it comes with a considerable amount of risks and challenges to tackle. If that deal doesn't go through, where will the money come from?

One of the most important things your small business can do is hire top-performing salespeople. After all, your business would not exist if it weren't for your sales. In fact, [82% of businesses fail due to cash flow problems](#). In order to push your business to success, you must be able to hire and develop [mentally tough sales professionals](#) who can be effective even under the stressful, high-stake conditions of a small business.



#### What is Mental Toughness?

Mental toughness refers to the unique quality found in many professional athletes that allows them to maintain fortitude under stressful conditions. While sales don't require physical athletic ability, it does require a tough mindset to stay motivated and successfully sell your product or service.

The specific [personality traits](#) that contribute to mental toughness are:

- Ego-strength
- Level-headedness
- Stress tolerance
- Thoroughness
- Energy/Persistence
- Self-structure

That's not to say that there's no hope for those on your small business team who don't exhibit mental toughness. By surrounding your employees with uplifting, supportive coaches, these traits can be trained in your sales professionals and their performance will drastically improve.

Learn more on this topic at [Caliper's blog](#).

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