

— The —
Seven Traits
that Characterise
— the —
Star Salesperson



ACTUATE

Selling successfully in today's buyer dominated world requires a different breed of salesperson. From our experience, here are the seven traits that characterise such a professional.



The 35% Problem

Only around 65% of sales staff meet their sales targets. (Or so Actuate Microlearning's clients and sales heads in various organisations seem to say).

For any business to flourish, sales top-line growth - at healthy margins - must outpace the increased cost of running a business.

But this is no cakewalk in today's hypercompetitive market environment.

It is the rare breed of salespeople who can thrive in this environment.

Here are seven traits that characterise such a salesperson; the sales superstar!

1 | Drive



“The quality of a man's life is in direct proportion to his commitment to excellence, regardless of his chosen field of endeavour.”

- Vince Lombardi Jr. (American Football Coach)

Modern-day selling requires:

- 1 Highly evolved skills
- 2 The ability to persevere in the face of repeated and soul-sapping failure-That equates to endless hours learning to perfect your craft
- 3 Through trial... and (lotsa) errors
- 4 Learning from winners...and losers, whether in a classroom or outside
- 5 Through self-reflection... and (importantly) practice

This pursuit of excellence in sales is daunting to everyone except those filled with a burning desire – or drive - to succeed.

Unfortunately, **not all salespeople possess such drive...**

2

Resilience

The ability to bounce back from rejection



“Success is how high you bounce when you hit the bottom.”

- General George S. Patton

The best salespeople can walk into the next sales meeting charged up, even after having the proverbial door slammed in their face in a prior meeting;

They can prevent the bitter disappointment of losing a large, prestigious deal from ruining your next sales interaction. The best salespeople seem to possess this ability in abundance.

Sure, they experience rejection and the resultant deflated ego. Yet, they seem to possess this magical ability to bounce back from crushing defeat...

... all charged up for the next sale.

3 | Preparedness



*“The commander must decide how he will
fight the battle before it begins”*

- Viscount Montgomery of Alamein

The best salespeople are fastidious about preparation.

They have sales goals for every meeting.

Their strategy for the next interaction, which will move the sale to the next stage, is clearly defined.

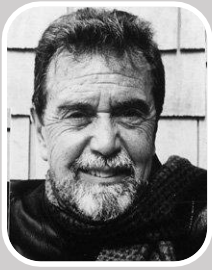
They do not wing it.

They prepare.

Diligently.

4

The Ability to Challenge the Customer's Status Quo (without being rude or obnoxious)



“Change. It has the power to uplift, to heal, to stimulate, surprise, open new doors, bring fresh experience and create excitement in life...”

- Leo Buscaglia (American author)

If you are not;

- 1 Providing new perspectives on how your prospects can improve their business metrics...
- 2 Helping the customer calculate the 'cost of not changing'...
- 3 Helping the customer determine the untapped potential that exists in their business...

...You ain't gonna sell a darned thing.

The best salespeople challenge (without being rude or obnoxious) the customer to:

- 1 See things from a different perspective

2 Question the status quo

(Paraphrasing Leo Buscaglia here) “Is meeting you uplifting, stimulating, providing fresh perspectives, creating excitement for the customer?”

5 Self-Confidence



“Believe you can and you're halfway there.”

- Theodore Roosevelt

A wuss is never going to challenge a customer. (The fear of offending a customer, and the consequent rejection by the customer are too high a risk to run for such a salesperson)

But a customer who isn't challenged to see things from a different perspective is never going to buy anything from you. (That's game over!)

Needed: supreme self-confidence.

6 | Coachability



“It is only the ignorant who despise education.”

- Publilius Syrus (First Century BC Writer)

Drive and self-confidence without the humility required to allow oneself to be taught is the fast track to disaster.

Great salespeople will allow their ‘coach’ to challenge them, to teach them new skills and tricks. (This constant improvement translates into greater success for them)

And success provides them with greater self-confidence and the drive to succeed.

It is only the ignorant who despise education. (Great salespeople embrace correction and learning!)

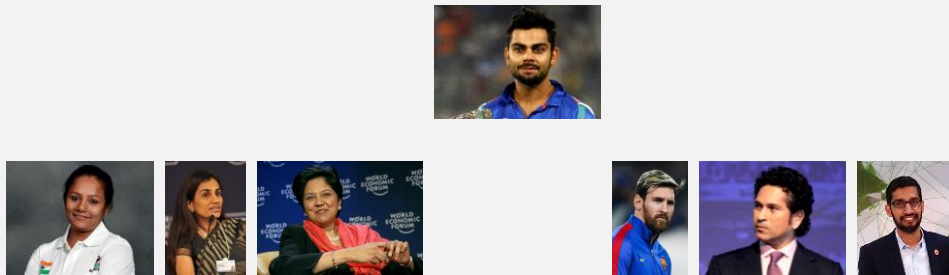
7 | Work Ethic



“The harder I work, the luckier I get.”

- Samuel Goldwyn (Film Producer)

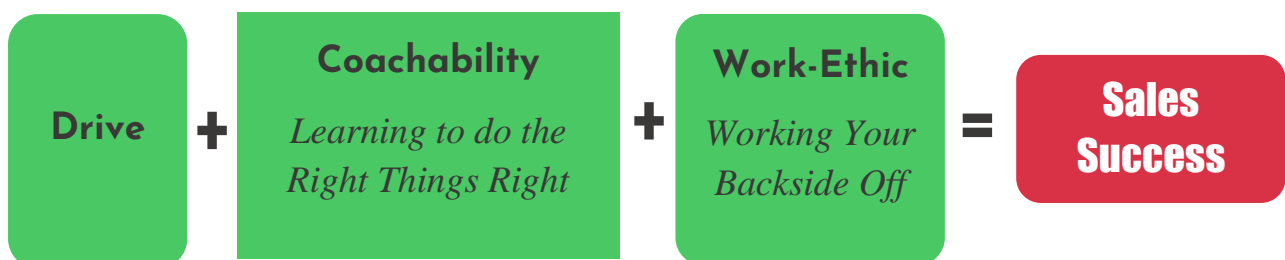
You think these people....



...got to where they have without working their rear ends off?

The truth is, there's no known substitute for hard work.

Outwork your competition!



In conclusion

Here, in a nutshell, are the seven traits that characterise successful salespeople (the kind of salesperson that every MD or CEO would love)

- ① Drive
- ② Resilience
- ③ Preparedness
- ④ The ability to challenge a customer
- ⑤ Self-confidence
- ⑥ Coachability
- ⑦ Work ethic

Point to Ponder

For salespeople: Is this you we are talking about here?

For sales leaders: how keenly are you assessing these traits in the salespeople you hire?

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