

Progressions Inc.

Sales Training & Consulting



Ten Qualities of Top Sales Performers

Resource, Jeffrey Gitomer

The Sales Bible

If you're in sales these qualities matter! How many have you perfected? They are not genetic but developed and incorporated into your approach over time. Practice makes perfect...happy sales to you.....

1. Perpetual, consistent, positive attitude and enthusiasm. The first rule in facing the customer and overcoming obstacles is facing yourself. If you are consistent, have great follow-up and bring both enthusiasm and a positive attitude to your sales calls your results should be great.
2. Quadruple self belief. Unwavering belief in your company, your product and yourself is critical. You must believe that the customer is better off having purchased from you.
3. Use of creativity. Use creativity to present ideas that are in the customer's favor and differentiate yourself from the competition.
4. Ability to give and prove value. Prove the value of your product or service as well as the ability to give value to the prospect beyond the sale so you earn that order and create ongoing customer loyalty.
5. Ability to promote and position. Your use of the internet, a blog, newsletters, social media and what other resource available is critical to staying in contact with your customers and continually providing them products and services for their benefit.
6. Exciting, compelling presentation skills. You must develop not just solid communication skills but superior question and listening skills along with a sense of humor. The innate ability to capture the imagination and demonstrate convenience for your customers stem from your presentation skills.
7. Ability to prove your value and claims through the testimony of others. Testimonials sell where sales people can't. The best sales people use written and video testimonials to support their claims. They are essential for developing ongoing referrals as well.
8. Ability to create an atmosphere where people want to buy because... they hate being sold. To do so you must be engaging and *ask versus tell*.
9. The ability to build a relationship. Great sales people get to know their customers and develop value for them. They simply create a win, win situation where the customer wins and they win too.
10. Unyielding personal values and great ethics. Great people have great values and great ethics. Without them success is just not sustainable.