Developing A Powerful Sales Personality

DEVELOPING A POWERFUL SALES PERSONALITY!

Becoming excellent in closing sales is an inside job. It begins within you. In sales, your personality is more important than your product knowledge. It is more important than your sales skills. It is more important than the product or service that you are selling. In fact, your personality determines fully 80 percent of your sales success.

Take Charge of Your Life
The biggest mistake you can make is to ever think that you work for anyone but yourself. From the time you take your first job until the day you retire, you are self employed. You are the president of your own entrepreneurial corporation, selling your services into the marketplace at the highest price possible. You have only one employee—you yourself. Your job is to sell the highest quality and quantity of your services throughout your working life.
But I’m Not in Sales
Think again my friend. If you’ve ever applied for a job, been married, went out on a date, raised your kids, started a business, had a garage sale, waited on tables or done any of a thousand other things...you were involved in sales.

Even as a kid, you traded sports cards or bought or sold a bicycle or had a lemonade stand or a paper route. Maybe you sold Girl Guide cookies or apples as Boy Scout. Whatever you did as a kid, like most people you were exposed to sales at an early age. In fact, one of your first sales involved you crying because you were hungry. You were obviously pretty convincing because your parents rushed to feed you.

View Yourself as Self-Employed
In a study done in New York some years ago, researchers found that the top 3 percent of people in every field looked upon themselves as self-employed. They treated the company as if it belonged to them personally. They saw themselves as being in charge of every aspect of their lives. They took everything that happened to their company personally, exactly as if they owned 100 percent of the stock.

Winners Versus Losers
The difference between winners and losers is quite clear. Winners always accept responsibility for their actions. Losers never do but instead always have some kind of explanation for why they are doing poorly.

Don’t Waste Time
The average salesperson today wastes about 50 percent of his or her working time. According to research, he comes in a little later, works a little slower, and leaves a little earlier. He spends most of his working time in idle chitchat with co-workers, personal business, reading the paper, drinking coffee, and surfing the internet. Winners arrive a little earlier, work a little harder, and stay a little later.

Develop Empathy and Understanding
Top salespeople have high levels of empathy, i.e., they really care about their customers. Ambition, the desires to achieve, combined with empathy, the genuine caring for the well-being of your customers, are the twin keys to top sales performance.
A person with empathy makes every effort to get inside the mind and heart of the customer and to understand his situation and needs. They find out what the customer really wants and then presents it to them in a manner he/she finds palatable.

**Keep Your Word**

Top-selling salespeople are impeccably honest with themselves and with others. There is no substitute for honesty in selling. Earl Nightingale once said, “If honesty did not exist, it would have to be invented as the surest way of getting rich.”

**Do What you Love to Do**

One of the secrets of success in selling is for you to do what you love to do. Top salespeople love what they are selling. They believe in it passionately. They will defend it and argue over it. They will talk about it day and night. When they go to bed, they think about their product. When they wake up in the morning, they can hardly wait to talk to prospects about it. Look at the top salespeople in the very best companies, and you’ll find that these people are fanatical about their products and services.

**Succeed Now**

Resolve today, that you are going to become one of the hardest-working professional salespeople in your industry; start earlier; work harder; stay later. Do whatever it takes to reach your financial goals.

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from Bogor with love, Tiest

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