

The Key To Sales Success

GREAT SALESPEOPLE CAN BE *MADE*.
Learn The **One Skill** That Will Turn An Average
Salesperson Into The Golden Player.



GREAT SALESPEOPLE CAN BE *MADE*. LEARN THE ONE SKILL THAT WILL TURN AN AVERAGE SALESPERSON INTO THE GOLDEN PLAYER.

“Nothing happens until somebody sells something.”

Arthur H. “Red” Motley

Organizations with high-touch products and services experience the highs of fiscal glory generated by great salespeople and the painstaking impact of salespeople who simply do not produce.

Of course, every organization is looking for the golden players, the salespeople who possess each and every characteristic that has been deemed crucial for stellar sales performance. And as such, researchers and consultants by the droves design and conduct studies that seek to identify the true key components of a successful salesperson. Armchair theorists write papers and publish articles on sales success, often drawing on years of experience working with sales teams and observing certain types of individuals move up the ranks. Successful salespeople themselves are abundant and, using their own experiences and self-perceptions, they often attempt to put on paper the characteristics that have enabled them to find success in a sales career.

While in a Senior Sales role at Polaris, Inc. in 2002, Ken Stine shared his forty years of experience working with salespeople, concluding that there are seven characteristics of great salespeople¹:

- Professionalism & Pride
- Personality
- Preparation
- Presentation
- Process Driven
- Persistence



Business Week published an article by Jack and Suzy Welch that identified the four traits of great salespeople²:

- Enormous empathy
- A powerful mixture of drive, courage, and self-confidence
- Trustworthiness
- A hate for the postman model (they don't like a set routine)

Jeff Gitomer, an expert on selling and customer service and President of Buy Gitomer, stated that there are 12.5 traits that would make someone a “ ‘hire-able’ and ‘succeed-able’ salesperson”³:

- Smart
- Self-starting
- Great attitude
- Excellent communication skills
- Physically and mentally fit
- Computer literate
- Focused and goal driven
- Dedicated to succeeding
- Past history of success
- Looking for a career, not a job
- More interested in personal success and personal development than money
- A constant student: willing to learn and adapt
- Taking joy in serving others (12.5)

Studies and articles abound on the key characteristics of a successful salesperson. Yet it seems that study after study and article after article can't agree on the same key components.

So the question becomes – which list is correct? Which list truly defines the type of individual who will ultimately bring the organization its fiscal glory? And is the individual born that way – or can you create a golden player?

At first glance, it seems that the lists share very few characteristics. A closer examination reveals that, in fact, most of the characteristics fall into two main categories: What a salesperson needs to do to **develop himself**, and what he **needs to do for others**.

Not surprisingly (this is sales, after all), the majority of the top characteristics of salespeople are about how well they focus on the needs of others – their customers.



Take a closer look:

Ken Stine's list includes Personality and Presentation. Who is personality and presentation important to? The customer. The salesperson with a pleasing disposition who creates dynamic interactions will give the customer a more pleasant sales experience. Telling the customer about the product or service in a manner that she is most receptive to makes the customer more interested in the buy. Personality, Preparation, and Professionalism focus on how a salesperson needs to adjust his behaviors to **meet the needs of others**.

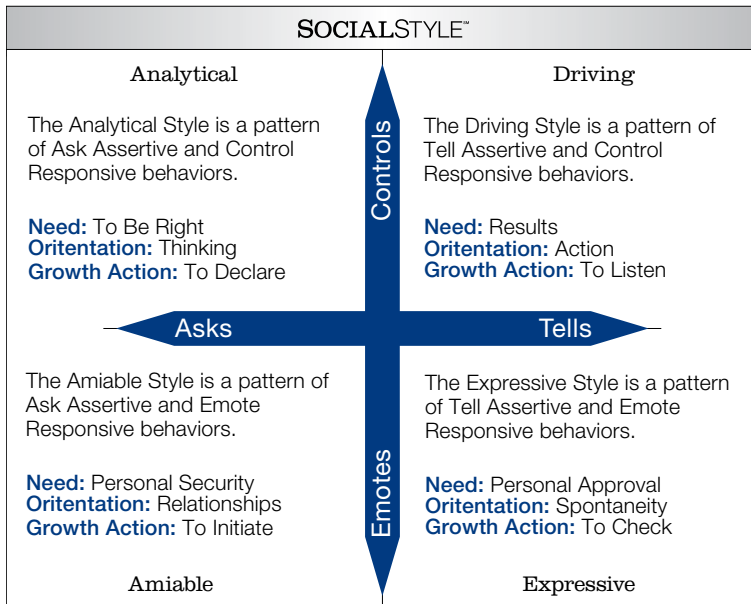
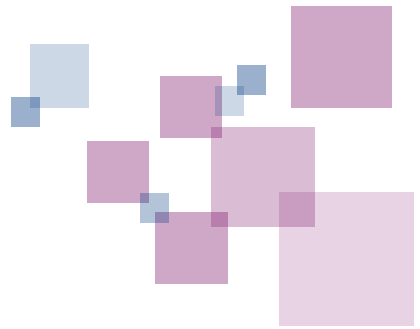
Jack and Suzy Welch assert that a great salesperson is empathetic and trustworthy. The customer is the recipient of empathy and is grateful to finally feel understood. The customer is the person who must place trust in the salesperson.

The true key to sales? **Know Others. Do Something for Others**. Only when the salesperson understands his customer will he be able to behave in a manner that is most acceptable to the customer, resulting in the successful sale.

The best way to Know Others is to have training in the behaviors of others. When the salesperson can read the behaviors of his customers, he will be able to adjust his own behaviors to meet the needs of his customers.

SOCIAL STYLEsm is a universal tool that teaches individuals, including salespeople, specifically how to **Know Others and Do Something for Others**.

SOCIAL STYLE training uses two basic dimensions to evaluate behaviors: Assertiveness and Responsiveness. Assertiveness is a measure of how people like to influence others by either asking or telling. Responsiveness is a measure of how people display or control their feelings and emotions.



Understanding each SOCIAL STYLE's Needs, Orientations, and Growth Actions is key to developing mutually productive relationships with customers and prospects.

Know Others. Do Something for Others.

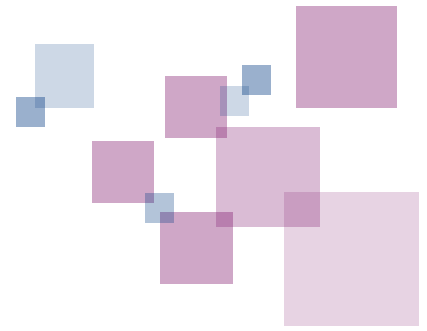
If a customer has an **Amiable Style**, she is people-oriented. To strengthen the relationship with this customer, the salesperson must support relationships and feelings. The salesperson should demonstrate excitement about her product or service and reinforce the ideas and opinions of her Amiable customer.

If the customer has an **Analytical Style**, she is logical and may be cautious about developing a relationship, instead wanting to focus on the specifics of the product and the data that supports it. To strengthen the relationships with her customer, the salesperson must support principles and thinking.

A **Driving Style** customer is results-oriented. This individual may seem impersonal and it's important that the salesperson realize that she must be efficient with the customer's time and provide factual information. To strengthen the relationship with a Driving customer, the salesperson must focus on conclusions and actions.

Expressive Style customers are often enthusiastic and can get easily excited about products or services that will help them realize their goals and achieve recognition for them. The salesperson should explore these goals and work to find ways to assist the customer in achieving them. To strengthen the relationships with an Expressive customer, the salesperson should support dreams and intuitions.

Understanding the customer and adjusting behaviors to meet the needs of the customers has proven to be the key to successful sales. Having effective interpersonal skills is the key to becoming a golden player.



Proof

In a 2006 survey of salespeople who recently completed SOCIAL STYLE training, The TRACOM Group, an industry leader in interpersonal effectiveness training and the creator of SOCIAL STYLE, reported these impressive results.

Key Findings

- After SOCIAL STYLE Training, more than 94% of salespeople said that they are more conscious about how their behavior impacts their customers. 94% of the salespeople had improved the one key characteristic that is common throughout every list that identifies what makes Great Salespeople!

As a result of Knowing Others and Doing Something for Others

- Over 92% developed more positive relationships with customers.
- 87% found that tailoring their approach to each customer's SOCIAL STYLE led to a greater sense of trust and confidence in the salesperson.
- Almost 75% found that customers are more willing to disclose relevant information.
- 76% built relationships with prospects more quickly.

These relationships are the components that make the sale. The impact of Doing Something for the Customer can be measured in SALES

- 60% increased the speed of their sales process.
- Over 77% improved their ability to gain ongoing sales.
- Almost 70% converted prospects to customers more quickly.
- Over 58% of program graduates closed sales they otherwise might not have.

The value of Knowing Others and Doing Something for Others cannot be overrated. High-quality interpersonal skills training develops successful salespeople.

Winning salespeople are made, not born, and TRACOM's proven SOCIAL STYLE training can increase a salesperson's effectiveness, decrease the sales cycle time, and dramatically increase revenue.

1. Stine, Ken. (2002). Seven P's: Characteristics of Great Sales People. Retrieved January 23, 2007, from <http://www.polaris-inc.com/articles/index.cfm?fuseaction=article&rowid=40>
2. Welch, J, Welch, S. (2006, June 19). Dear Graduate...; To stand out among your peers, you have to overdeliver. But be careful to avoid obvious career list. Business Week, 398, 100.
3. Gitomer, J.. (2005, September 15). A simple formula that makes a great salesperson. WA Business News (Australia, pp. unknown).