

Sales Mastery® 'Lead the Pack'

Sales Newsletter



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"The wolf is neither man's competitor nor his enemy. He is a fellow creature with whom the earth must be shared." - Anthony Miles

'A' Players Are Mentally Tough

Harvard Business School did a study to determine the common characteristics of top salespeople. The evidence they found is clear that most people can be top sellers if they are willing to study, concentrate and focus on performance. Here are a few of the common traits of top sellers.

- **They Do not take "no" personally.** Top sellers have high levels of confidence and self-esteem that aid their ability to deal with rejection and do not let others determine their self-concept or self value.
- **They take 100% acceptance** for results. They do not externalize and blame the economy; their company, competition or their territory for dips in sales. They are 100% accountable for their actions and results. Self accountability also contributes to the development of self esteem and avoids the 'victim' mentality.
- **Above average ambition** and desire to succeed. This is key. Motivation to be in sales correlates to passion about what they are doing. Those who have *passion* about their profession always perform better.
- **High levels of empathy** and the ability to put themselves in the customer's shoes, imagine needs and concerns and respond appropriately. Covey defined this as "seeking first to understand before seeking to be understood". This is not to be confused with the need to be liked and the need for approval.
- **Intensely goal-oriented** and always knowing what they are trying to accomplish, setting benchmarks and staying focused. Daily behavior goals are followed and tracked.
- **Ability to approach and engage** new contacts and strangers, even when they feel uncomfortable.

Continued on next page...

UPCOMING EVENTS

Please contact us to register.

303.462.1277

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PROSPECTING WORKSHOP:

Updated for 2009!

April 23, 2009 | 8:30 AM—4:30 PM

Master the powerful techniques that will help you reach decision makers, get past the gatekeepers, have more engaging conversations, lower defenses, and get the most from each sales appointment.

Investment: \$395.00 per person

COACHING & ACCOUNTABILITY TRAINING:

Ongoing sessions available

Our accountability coaches are experts in training, encouraging, and assisting sales personnel to stay focused and improve performance while achieving sales goals.

Telling is not coaching. Our team members know how to coach, inspire, train skills and hold sellers to a plan and develop personal accountability. **Call for details!**

Sales Mastery® 'Lead the Pack' SALES TRAINING

Every Tuesday | 8:30 AM—10:30 AM

SALES MANAGERS' WORKSHOP: Vision, Goals, Values

April 9, 2009 | 1:30 PM—4:30 PM

This workshop helps leaders create a sales culture that is clear on the values and principles by which your organization does business.

**LEADERSHIP
CONNECTIONS**

'A' Players Are Mentally Tough

■ **Top performers have above average will power** and determination. No matter the obstacles or the temptation to give up, they persist. *They are tenacious.*

■ **Honesty is paramount** with themselves and the customer. No matter how much temptation to fudge or over promise, top sellers resist and gain the long term trust of their customers.

Additionally, top sellers have:

1) A high degree of initiative and creativity to look for solutions, ways around obstacles and ways to open doors. This goes with determination.

2) A high degree of curiosity—a desire to learn, ask questions and find out as much as possible about customers, obstacles and possible solutions.

3) A degree of skepticism is also common. Top sellers look for and ask for evidence in promises, needs and most situations relating to future events. They tend to back up their sales funnel with alternatives to cover deals that fall through.

Read Garry's Article
in the...

DENVER
BUSINESS JOURNAL

How to keep selling,
near (and in)
a recession.

Despite conflicting economists' views and indicators, the mainstream media seems unwavering in focusing on a possible recession. One has to wonder about the self-fulfilling prophecy concept. One economist wisely noted there's always a way to make money — you just do it differently in good times versus slow times.

For those of you with concerns about your industry, here are a few tactics to consider. Keep a positive attitude, find opportunities to take business away from competitors, keep the customers you do have, up sell or cross sell, diversity your offerings, get better and listen to your customers.

Visit our website to complete this article:

http://www.leadershipconnections.com/dbj/2008/How to keep selling in a recession 02_08.pdf



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