

BACK TO THE BASICS



*3 Fundamental Qualities of
Every Winning Sales Person*



DO YOU EVER COMPARE YOURSELF TO OTHER SALES PEOPLE AND WONDER WHY THEY'RE ALWAYS FINDING NEW CLIENTS AND CLOSING MORE DEALS?

After 25 years of training top sales professionals, I've discovered the **three common qualities that separate the top ten percent from everyone else.**

Each of these can be learned, and when they are mastered, the results are both lucrative and instantaneous.

Let's dissect these essential qualities of success.



1 THEY COMMUNICATE A COMPELLING STORY

Have you ever left a sales appointment wondering if your words came across as intended and were compelling enough to close the deal?

Top sales professionals view themselves as trial lawyers. Everything from their opening statement to closing arguments have been planned and practiced. You wouldn't see them "winging it" in front a jury and neither should you!

You can also think of your sales call as a theatrical performance. Every strong actor has rehearsed his role and is prepared, as well, to improvise when needed. This kind of preparation enables you to enter any meeting as if you deserve to be there.

Common blunders include awkward transitions, disjointed thoughts, and the classic opening line, "Hello there. I'm Joe Smith from XYZ Company. Thanks for being here." What a snooze! You need to find a hook that keeps them engaged. Tell a relevant story, share an alarming insight, or make them smile with a little humor.

You can think of your sales call as a theatrical performance. Every strong actor has rehearsed his role and is prepared, as well, to improvise when needed.



Here's an easy way to practice. Use the video on your cell phone. Turn the camera on yourself and listen to your tone of voice, watch your body language, and observe

yourself objectively. We tend to see ourselves from only one angle in the mirror and we miss the big picture.



2 THEY'RE WILLING TO GO FOR NO

Great sales people pride themselves on being *disruptive*. After all, it's your job to build trust with a prospect so they'll divulge their wants, needs, and preferences.

It's also your responsibility to get a clear YES or NO from them.

There's nothing worse than leaving a meeting not knowing where you stand. You have to be willing to ask, "Is there anything I'm missing? Do you have any concerns about what we've discussed? What are our next steps?" These questions can seem bold and intrusive, but when trust has been established, they're simply part of the closing process.

If you find yourself being extra cautious with clients, notice if it comes from a fear of being dismissed. Fear of rejection impacts your ability to think clearly and use sound logic. Consider these statistics: 46% of all sales professionals stop pursuing new business after the 1st attempt and yet, 80% of business closes after the 5th attempt or more. How many times have you given up too soon in pursuing your dream client? It's time to get comfortable with confrontation!

When trust is established, seemingly bold and intrusive questions become simply part of the closing process.

WHY DOES REJECTION HAPPEN?

Dr. Guy Winch, author of *Emotional First Aid*, offers three reasons:

1. *Lack of chemistry.*
2. *You don't meet the specific needs of the person at this specific time.*
3. *You don't fit the narrow definition of what this person is looking for.*

There's nothing you can do about lack of chemistry, but you can ask provocative questions to uncover a client's timing, needs, and preferences. If you don't have this key information, you can't expect your proposal to be taken seriously.



3 THEY'RE RELENTLESSLY IMPROVING THEIR SKILLS

If you're going to sell more every year, you need to get better every year (it really is that simple!).

Sales people who think they're done learning are usually just done. And that's OK if your closing question is "Do you want fries with that?" There is an abundance of sales books, virtual workshops, podcasts, webinars, and live learning events available today. **Identify your largest skill gaps by answering the 7 questions in the box** and then get to work. It takes courage to admit you can be better and confidence to believe you can change; it takes nothing to create excuses.

Sales people who think they're done learning are usually just done.

YOUR SKILLS GAP: 7 QUESTIONS

1. How much preparation are you putting into each and every call?
2. Is your story clear, concise and compelling?
3. Do you ask sales questions that are thought provoking or just mind numbing?
4. How valuable are the ideas that your bring to prospects (i.e. would they pay for them?)
5. What are the top three reasons that prospects simply choose to ignore you?
6. Do you follow up in a way that demonstrates professionalism, without becoming a pest?
7. What are you doing every week to help build better relationships and get referrals? expect your proposal to be taken seriously.



When it comes to creating sales success, good intentions are not enough. Reps who can tell a compelling story, are willing to face their fears, and are committed to working on their blind spots experience all of the rewards and true satisfaction of being in the top 10 percent. Their commitment to excellence is echoed in their success and evident in the quality of their relationships. Break your agreement with mediocrity and commit to embracing these qualities today.

WOULD YOU LIKE TO BE AN ELITE SALES PROFESSIONAL IN YOUR FIELD?

Follow Tim for proven ideas on how to help your sales team create more success in business and in life.

**Sales team need
actionable training?**

Schedule a free
consultation

CONTACT TIM

**Need an engaging sales
keynote for your event?**

Learn about Tim's
powerful message

VIEW KEYNOTE TOPICS

**Want to get started
learning right now?**

See Tim's video on
smart prospecting

WATCH NOW

About Tim Wackel

Tim Wackel is one of today's most popular sales speakers because he makes information entertaining, memorable and easy to understand. He combines more than 25 years of successful sales leadership with specific client research to deliver high-impact programs that go beyond today's best practices. Tim's keynotes and workshops are insightful, engaging and focused on providing real world success strategies that audiences can (and will!) implement right away.

timwackel.com | 214.369.7722

