

## SPPP (Salesperson Personality Profile - R4)

Report for: Anthony Williams - [Sample Report](#)

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## Table Of Contents

Table Of Contents .....	1
Summary .....	2
Introduction .....	3
Graphs .....	4
Details .....	8
Strengths & Limitations .....	20
Advice .....	22

### Summary

Although there are different traits that make up a good salesperson, those who are most successful in this field tend to possess a particular set of traits and skills. Included in this report you will find Anthony's sales style and approach, his results on each of the subscales, his strengths and limitations, and some helpful advice on how to increase his potential for success in this field.

#### **In terms of Anthony's approach to prospects, he is: The Pioneer**

Pioneers not only have a knack for finding new prospects, they also put the effort into building strong relationships with them. Whether it's cold or warm-selling (finding new business customers vs. finding business opportunities with existing customers), this type can adapt easily to both situations. They good at finding customers and they're also skilled at keeping them.

#### **In terms of Anthony's presentation style, he is: The Compeller**

Compellers are persistent salespeople who won't give up until the deal is done. However, while persistence alone would make them terribly annoying, it's their ability to influence that gets customers to sign the dotted line. One of the many reasons why this type is so successful stems from their infinite patience and discipline. In situations where most salespeople would give up and turn to the next prospect, Compellers will stick to it, using their charm and determination to get that elusive customer. No matter how, Compellers will almost always give you an offer that you just can't refuse.

## Introduction

In "The Death of a Salesman" by Arthur Miller, Biff says, "Pop, I'm a dime a dozen and so are you." The opposite, in fact, is true - few of us have the natural knack for making it big in a sales career. In some circles, selling is considered an "art", in others, an evolved form of deception and trickery. Whatever your opinion, the ability to sell is, without a doubt, a hot commodity. Top salespeople in big companies make big money, and most claim to absolutely love the ups and downs of their jobs. So what's the secret to success? Some salespeople use their charm and wit to warm up the customer, some shoot it straight and get down to the nitty-gritty of business, and others gently convince buyers that they need the product they are peddling. Overall however, most successful salespeople share a set of common characteristics and skills, and most of these can actually be learned and honed to perfection.

The goal of this test is to determine whether Anthony possesses the natural instincts, traits, and skills needed to survive in the world of sales. As evidenced by the high turnover rate in this field, clearly, this isn't a job for everyone. In order to be a successful salesperson, a person needs to possess a number of aptitudes and personality traits which include, among other things, self-confidence, a strong desire to succeed, a strong interest in other people, positive thinking, competitiveness, and an ability to thrive under pressure.

One of the world's most well-known salespeople, Zig Zagler, believed that "When you miss the sale, it is even more important to make a cheerful, friendly, optimistic, and courteous exit than it is when you make the sale."

## Graphs

### Overall results



### Self-efficacy



### Comfort with Public Speaking



### Comfort with Risk-Taking



### Comfort with Decision-Making



### Comfort with Criticism/Rejection



### Confidence



### Adaptability



### Assertiveness



### Sales Aptitude



### Communication Skills



### Persuasiveness



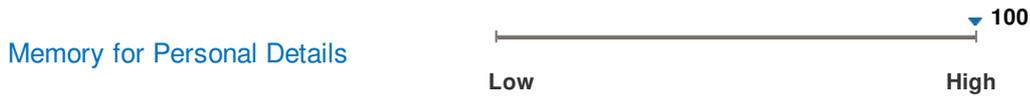
### Networking Skills







**Memory Skills**



**Canned Presentation Style vs. Free-flowing Presentation Style**



**Consultative Selling**



**Relationship Building**



**Resolving Objections**



**Negotiating**



**Questioning Skills**



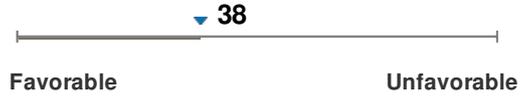
**Positioning**



**Getting Referrals**



**Impression Management**



## Details

### Overall results (score 88)

According to Anthony's score, he has most, if not all of the characteristics and skills that are needed to make it in the field of sales. As one of the few natural-born salespeople, he would likely do very well in such a career. More importantly, with his personality and skills, getting to the top appears to be a very attainable goal. If he already has a career in sales, he has certainly found his calling.

Overall suitability for a career in sales.

### Self-efficacy (score 87)

The sales field is fraught with challenges; it's a competitive career where Anthony will be expected to socialize often, to speak in front of people, and where he could be rejected by many clients, among other things. These are realities that salespeople must be comfortable dealing with everyday. Fortunately, Anthony's score indicates that he possesses a strong sense of self-efficacy when it comes to his ability to deal with these types of nerve-racking situations. Although he may worry about his ability to handle a few things, it is likely that he rarely lets these doubts get to him. Whatever challenge he encounters in the sales field, he seems to be quite self-assured that he will be able to handle it.

Assesses whether a person believes he or she has what it takes to succeed.

### Comfort with Public Speaking (score 78)

According to Anthony's results, he is fairly comfortable with public speaking and seems to be able to handle it rather well. He may get nervous, but for the most part, it isn't a big deal for him. He may still want to improve his level of comfort with public speaking a little more, because in the field of sales, many people are required to present their wares or talk about their service in front of an audience. The good news is that because this is such a common fear, there are plenty of ways Anthony can improve his public speaking skills. The key is learning how to calm his nerves, making sure to be well prepared, and practicing in front of people he is comfortable with until it becomes second nature.

Degree to which a person is at ease speaking to an audience.

### Comfort with Risk-Taking (score 96)

According to Anthony's responses, taking risks is something that he is very much at ease with. It is quite likely that he is not the type of person who requires reassurance when choosing to go out on a limb. Facing ambiguous situations is a common occurrence in sales. Getting clients or a deal isn't always a guarantee; not all customers will be receptive to what he is selling, and doing business with them may not prove to be profitable. Also, people working only on commission have to be willing to deal with the potential for a slow sales month, and therefore, slim earnings. Anthony will likely be able to handle the risk-taking aspect of this business extremely well.

Assesses whether a person is comfortable with ambiguity, and willing to take action despite uncertain outcomes.

### Comfort with Decision-Making (score 100)

Making decisions appears to be something Anthony is quite at ease with. This is a very important trait to possess, because in the dynamic and unpredictable sales environment, he will often be required to think on his feet and make on-the-spot decisions, like choosing the best way to present his products or services, and determining whether to pursue or drop a customer.

Assesses whether a person is capable of, and comfortable with, making decisions.

### Comfort with Criticism/Rejection (score 78)

Anthony's results indicate that he may have difficulty dealing with the more negative aspect of sales (namely, rejection and criticism) on the rare occasion, but can usually put on a good face and handle it rather well. Working in sales requires a thick skin, because objections and rejections from customers will occur on a regular basis. However, even the best salespeople get turned down from time to time - they just learn to take it in stride. The good thing is that Anthony can learn a lot from negative feedback, as it offers valuable information on what he can change and improve upon in the future.

Ability to handle rejection and negative feedback.

### Confidence (score 82)

Anthony's results indicate that his confidence is very high. This will serve him well in a sales career. In order to be successful and survive as a salesperson, he must have faith in himself. Self-confidence affects not only how others treat us, but also how we treat ourselves. Anthony's confidence will help him approach tasks and obstacles with more strength of mind.

Degree to which a person believes in himself/herself.

### Adaptability (score 87)

According to Anthony's results, adapting to difficult situations is rarely, if ever, a problem for him. Change, stress, and adversity may throw him for a curve, but he is quite capable of staying psychologically strong. Most sales jobs tend to be very fast-paced and stressful. In a career where rejection and slumps are common, it is essential for individuals to be able to keep things in perspective and accommodate a constantly changing environment.

Ability to adjust to difficult situations.

### Assertiveness (score 84)

Anthony's responses indicate that he is very comfortable asserting himself. This is a good skill to have, because as a salesperson, his survival depends a lot on his ability to assert himself. Disagreement and rejection are common responses from potential clients, and as such, he cannot allow this to deter or dissuade him from moving forward. Experts in the sales field have mentioned time and again that those who assert themselves are more likely to get a sale than their less assertive counterparts. Anthony just needs keep in mind that there is a fine line between assertiveness and aggressiveness, so when he asserts himself, it should be done in a respectful manner.

Ability to comport oneself, though speech and actions, in an assertive manner.

### Sales Aptitude (score 88)

According to Anthony's score, he possesses a strong sales aptitude. In regards to this assessment, it refers to a combination of several traits and skills that could prove very useful in this field. People who possess this instinct share certain personality characteristics and abilities that many top salespeople have - for example, good powers of persuasion, a sense of comfort and ease when socializing, and the tendency to comport themselves in a self-assured manner, among other things.

Refers to key traits and skills that could improve a person's chances for success in the sales field.

### Communication Skills (score 91)

According to Anthony's score, his communication skills are very good. He is capable of sending a clear message across to others and is aware of what the communication process entails. Communication skills are extremely important in the sales field. Not only do they play a large role in the impression a salesperson makes on others, but they also influences his or her self-confidence and assertiveness. Anthony seems to have a solid grasp of effective communication and puts the theories into practice.

Ability to converse with others clearly and concisely.

### Persuasiveness (score 90)

According to Anthony's results, his powers of persuasion are excellent. Although successful salespeople use many different techniques to garner the interest of potential customers, they have to be able to convince clients of the viability and dependability of their products or services. Persuasion does not require deception on Anthony's part; it means being sure of himself and building a strong and credible argument that not only proves the worth of what he is selling, but is also the first stepping stone to creating a trusting rapport with potential customers. Persuasion is highly dependent upon how Anthony feels about the product or service; a salesperson who believes in what he or she is selling is going to be much more persuasive than someone who doesn't.

Ability to convince and sway others.

### Networking Skills (score 82)

Anthony's responses indicate that his networking skills are excellent. He goes out of his way to seek out new contacts and maintain connections with people who can prove helpful in his social network. As a result, when he needs help professionally, there will likely almost always people he can turn to. One of the main steps in the sales process is finding prospects to sell his products or services to. As any good salesperson knows, prospects can be found everywhere - this is why expanding one's network is so important. A member of Anthony's network may not buy into what he is selling, but they might know someone else who would be interested. Networking skills are particularly important when attending business conventions. This skill will prove quite useful if Anthony chooses to pursue a sales career.

Ability to find and make useful contacts.

### Goal Orientation (score 98)

Anthony's results indicate that he makes it a habit to set goals for himself, and also has the determination and dedication to achieve them. He is most likely not the type of person who will settle for the status quo, and is able to muster the motivation needed to push himself to reach for that bar. A strong goal orientation will not only motivate and push him to sell, but it will also get him through the ups and downs that are common in this line of work.

Assesses whether a person sets goals, and has the perseverance to follow through with their completion.

### Initiative (score 100)

According to Anthony's results, he is quite willing to take action on his own. He is very comfortable acting on initiative, and likely takes pride in being autonomous. He is not one to wait for others to take the lead or show him the way. Taking action and initiative can be risky, but salespeople take initiative everyday, when they pick up the phone, propose their products or services, take a chance on a particular client, or ask for a commitment. A proactive approach requires a lot of confidence and a certain level of comfort with assertiveness, and Anthony seems to be capable of taking initiative when necessary.

Level of comfort with taking independent action.

### Energy (score 85)

When it comes to getting ready to tackle a new assignment or day, Anthony rarely, if ever, has difficulty getting himself going - he has an absolute "joie de vivre". No matter what he does, he almost always approaches it with a lot of excitement, passion, and interest. Salespeople who are very energetic can really catch the attention of their customers. Not only do they enjoy the sales process, but their passion and enthusiasm can also be infectious; they can really entertain and schmooze their clients. An energetic approach can be very helpful during a presentation, and can give Anthony that edge he needs to get through to a tough client.

Assesses whether a person approaches situations with enthusiasm, interest, and passion.

### Research Skills (score 90)

According to this test, Anthony's research skills are excellent. He recognizes the importance of researching in sales, and it appears as though he has grasped most, if not all, of the tricks of the trade when it comes to researching information. Learning how to do this with ease will be particularly useful when networking and prospecting (zeroing in on important details about a potential client), and when presenting (knowing the products or services inside out). This is a very important skill to have because it could save Anthony a lot of time and energy.

Willingness and ability to access and evaluate information in order to learn more about a client, industry, or other area relevant to sales.

### Problem-Solving Skills (score 94)

According to Anthony's results, his problem-solving skills are exceptionally good. He likely rarely uses a practical and conventional approach to solving problems, preferring to try out new ideas. Although standard strategies may work sometimes (or even most of the time), being open to other ways and ideas is essential. In the world of sales, each client is different. While a certain approach make work on some customers, it may not fly for all of them. Anthony has to be able to adapt his sales method to different clients and situations, and with his problem-solving skills, this should be a cinch for him.

Ability to come up with various approaches and solutions to a problem.

### Competitiveness (score 72)

Anthony has a reasonably competitive spirit, and tries his best to outdo others. He rarely settles with his current level of performance; more often than not, he has his sights set on that top spot. This attitude will prove quite advantageous, because in today's business world, competition is fierce. Customers can easily turn to competitors for their products or services. A competitive edge gives Anthony that hunger to win - to go after a client, stick to a sale, and prove to his customers that doing business with his company is better than settling with the competition. Also, for salespeople who work on commission, being competitive not only helps bring the sales in, but may also differentiate them from their peers, placing them head and shoulders above the rest. Anthony is fairly comfortable competing with others, and this will help him to become a force to be reckoned with in the dog-eat-dog world of sales.

Degree to which a person desires and strives to be a top performer.

### Emotional Intelligence (score 88)

Anthony appears to be very skilled at reading other people. Recognition of emotion is a skill that could come in very handy in the sales field. When interacting with clients, he needs to be able to read body language and facial expressions in order to gauge how best to approach them - or adjust his current approach if it doesn't seem to be working. The ability to read others is an essential skill that is not easy to master - Anthony should continue to nurture and develop it.

Assesses the ability to read others.

### Sales Technique Knowledge (score 73)

Overall, Anthony seems to know quite a bit about the sales process, which includes finding clients and presenting his product/service. However, he may need to brush up on his knowledge about the different practices and procedures involved before tackling a sales career. If he already works in the field, he may require a little supplementary training.

Takes into account knowledge of the sales process.

### Conscientiousness (score 92)

Anthony is a very conscientious, careful, and efficient individual. People who score in this range are typically hard-working, productive, and responsible - all traits related to conscientiousness that have been shown to be predictive of success in a variety of areas. In the sales field, workers often juggle a number of tasks and clients, and must be able to keep track of all their duties and complete their work carefully and promptly. Customers likely won't think much of a salesperson who is unreliable, late, or whose presentation displays a serious lack of organization, so Anthony should keep up the good work in this area.

Assesses how organized, efficient, and detail oriented a person is.

### Neatness (score 100)

Anthony's results indicate that he tends to maintain a very neat environment. Keeping his workspace tidy likely allows him to work quickly and efficiently. Although neatness is not a characteristic that one would think is important in the sales field, it does play a role. The first step to preparing for a sales presentation is making sure that Anthony has everything he needs - all the information, files, and paperwork required (this is particularly important when doing sales over the phone). Having to search for the materials he needs not only wastes time, but it can also give potential clients a bad impression. Fortunately, this likely won't be a problem for Anthony.

Assesses whether a person is willing and able to maintain an orderly environment.

### Time Management Skills (score 92)

Anthony's responses indicate that he is very skilled at managing his time efficiently. He likely uses several strategies to help him save time and work more productively. Time management skills play an important role during sales presentations; when Anthony manages his time effectively, he doesn't have to rush through his sales pitch (and potentially forget or omit details). In addition, the more time he has available, the more of it he can spend on sales calls, which can really boost his productivity.

Ability to use time available effectively and efficiently.

### Meticulousness (score 85)

According to Anthony's results, he is very detail oriented. He rarely ignores the small stuff, and isn't the type to just let details slide by; he is willing to put in the time and effort needed to be meticulous. This is a crucial skill to have because in sales, details are very important. Salespeople need to know their products or services inside out in order to best serve their customers. Also, when uncovering the needs of his clients, paying close attention to what they're saying (as well as what they're not saying) can offer Anthony important tidbits of information that can help increase his chances of making a sale.

Assesses whether a person is willing and able to pay close attention to detail.

### Cooperativeness (score 77)

Anthony's responses indicate that he has a fairly agreeable personality. He is generally a tolerant and accommodating individual, and would likely be a rather affable salesperson. On the one hand, a more dominating and intimidating sales approach could prove to be quite successful (which is why this subscale is provided to you only as a source of information, and does not affect his overall score). However, it is not a method that will work on all clients; those who are intimidated by salespeople or feel forced into purchasing something may not want to do any further business. Those who are not easily intimidated will simply walk away or counter these methods with an equal level of determination. Overall, Anthony's more agreeable approach would be more to his benefit and to the benefit of his customers.

Refers to a compliant and amiable disposition.

### Listening Skills (score 50)

Anthony's results indicate that his listening skills are adequate, leaving some room for improvement. One of the most important steps in the sales process is to uncover what his potential customers' needs are. On those occasions when he is the one doing most of the talking rather than listening, this step can be nearly impossible. Customers are more likely to trust salespeople who have the time and patience to listen to them. Therefore, as a good listener Anthony must do a lot of things, including encouraging a speaker to talk, and not letting distractions get in the way. Since he displays only some of the essential aspects of good listening skills, or perhaps all of them but not on a regular basis, he needs to improve in this area.

Ability to actively attend to speakers.

### Integrity (score 94)

According to Anthony's responses, he seems to consider integrity very important and likely practices it in his everyday life. His motivation in the sales field will likely stem from an intrinsic rather than extrinsic source - making a sale is not really as important as fulfilling his customers' needs. This is a good trait to have - although not all successful salespeople act with or possess integrity, most experts consider it an essential quality. Customers are more likely to continue to do business with someone who they can trust, who truly wants to help them, and who isn't just out to make a profit.

Assesses whether a person practices integrity when dealing with others.

### Emotional Control (score 70)

Anthony's responses indicate that he is fairly emotionally controlled. He rarely gets extremely upset or frustrated, and is rather skilled at keeping his feelings in check. Individuals who show emotional restraint are less likely to be aggressive, uncompromising, and insistent with others, which is something a lot of customers will appreciate - if there's anything that people hate, it's pushy salespeople! A job in sales has a lot of ups and downs, so it's a good idea to have solid emotional control.

Ability to regulate and manage negative emotions.

### Helpfulness (score 94)

Anthony's results indicate that he tries to help others as often as possible and will put in whatever effort is necessary to answer to their needs. Being helpful is a necessary quality in sales. Helping customers find a service/product that will fulfill their needs not only facilitates the building of a relationship with them, but also keeps a loyal client coming back.

Willingness and desire to offer aid to others.

### Canned Presentation Style vs. Free-flowing Presentation Style (score 80)

Anthony's responses indicate that he is more likely to use a free-flowing presentation style. This approach has several advantages: it tends to flow more naturally, it allows for interruptions if people ask questions, and can be adjusted based a prospect's needs, and on how he or she seems to be responding. Canned presentations tend to lack this type of flexibility, but can provide salespeople with a structure and script to follow. While the method Anthony will use could depend a great deal on the company he works for, it's important to choose a style that suits him best.

Assesses whether a person is more inclined to use a canned or free-flowing approach to selling.

### Consultative Selling (score 87)

According to Anthony's score, he has most, if not all of the skills and traits required for personalized selling. Consultative sellers have a knack for assessing a client's needs and helping them find the product/service that would best serve them. This involves exceptional knowledge of the products/services available, as well as good relationship building skills, among other abilities.

Ability to help customers find a product/service that best suits their needs.

### Relationship Building (score 89)

Relationship building is a key factor in the success of a sales organization. After all, it is much more profitable to improve business with existing clients than it is to develop opportunities with new prospects. Fortunately, Anthony's skills in this area are very well developed. Individuals who are strong relationship builders not only have excellent interpersonal skills, but they also have a real knack for connecting with clients.

Ability to build a rapport with clients and maintain a business relationship.

### Resolving Objections (score 87)

It appears that Anthony will have very little, if any difficulty dealing with and answering to client objections. If a prospect presents an argument against purchasing a product/service, Anthony will most likely be able to find a way to resolve the issue. Although learning to resolve client objections takes time and experience, preparing himself ahead of time for potential arguments a client may put forward would probably help too.

Ability to deal with and assuage client objections.

### Negotiating (score 88)

Anthony's results indicate that he possesses most, if not all of the abilities and traits that characterize strong negotiation skills. The ability to negotiate effectively is essential in the sales field. Not all clients will easily buy into what Anthony has to offer, and running into objections will likely occur often. It is important to recognize when he needs to sacrifice a little on his part to make a client happy, and when to stick to his guns (obviously, this also depends on the type of business he is in as well).

Ability to settle differences and disagreements, and obtain the best possible outcome for both parties.

### Questioning Skills (score 79)

In the sales process, the objective is to find out what a client's needs are, and how Anthony can fulfill them. This is where good questioning skills come in and fortunately, based on the traits and abilities he possesses, these skills are fairly well developed. Knowing the right questions to ask and how to ask them is a crucial aspect of the sales process.

Ability to question clients effectively in order to obtain key information about their needs.

### Positioning (score 90)

Anthony scored very well on this scale. Knowing what position and approach to take in the sales process is crucial. For instance, clients who are tentative and unsure about a product/service probably would appreciate a salesperson that empathizes with them and helps resolve their doubts. A more straightforward, no-nonsense client would likely prefer someone who doesn't try to impress and gets straight to the point. The fact is, positioning is one of the most important aspects of the sales process and can mean the difference between getting and losing a sale.

Ability to identify and adopt the most efficient way of dealing with a client.

### Getting Referrals (score 90)

Anthony's results indicate that getting referrals will likely prove to be a cinch for him. Taking advantage of opportunities to obtain prospects is key to success. Naturally, some sales representatives, especially those who are just starting out, aren't entirely comfortable with this part of their job. It requires a certain degree of assertiveness, persuasiveness, and good communication skills, among other things. Learning how to obtain good business referrals is one of those tricks of the trade that is certainly a good addition to a salesperson's skills repertoire.

Ability to find and take advantage of prospect opportunities.

### Memory Skills (score 89)

Anthony's overall memory skills, as measured by this test, are excellent. His performance indicates that he had very little, if any difficulty memorizing and recalling information presented to him. A good memory can serve him well in sales, particularly when networking. Although this is not a trait that is absolutely crucial to a job in sales, it can definitely come in handy.

Ability to memorize and recall information.

Here is how Anthony performed on the different memory exercises:

- His performance on the name recall aspect of the test was excellent.
- His ability to recall physical details was reasonably good.
- He had very little, if any difficulty remembering people's personal details.

### Impression Management (score 38)

This scale assesses the degree to which results on this test are distorted or manipulated. Many people will try to present themselves in a better light, especially if the stakes are high.

Test-taker answers are compared to responses obtained from a large sample of the general population. When someone systematically selects socially desirable responses that are rarely endorsed by others, there is good reason to believe that a positive self-presentation bias is at play. A score that is suspiciously high may indicate that a person is lying, which may invalidate that whole test.

Assesses whether the test-taker responded in a socially-desirable manner.

There was little or no indication in Anthony's results to suggest that he was lying or trying to present himself in a favorable light.

## Strengths & Limitations

The following is a summarized version of Anthony's results, categorized as Strengths, Potential Strengths, and Limitations.

### Strengths

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- He possesses most, if not all of the skills and traits needed to succeed in sales
- He possesses few, if any insecurities that could undermine his sense of self-efficacy and his ability to succeed in this field
- He is comfortable taking risks
- He is comfortable making decisions
- He is a self-confident person
- He is quite adaptable
- He is an assertive person
- He possesses a strong sales instinct
- His communication skills are good
- He can be quite persuasive
- He is a good networker
- He is a goal oriented person
- He is comfortable taking initiative
- He possesses good research skills
- He is a good problem solver
- He is good at reading people
- He is a conscientious person
- He is neat and tidy
- His time management skills are good
- He is a detail oriented person
- He tends to act with integrity
- He makes it a point to be helpful to others
- He possesses most, if not all of the traits and skills required to be a consultative seller
- He has most, if not all of the traits and skills needed to excel in the area of relationship building
- He possesses many, if not all of the traits and skills that will help him resolve client objections
- He possesses several, if not all of the traits and skills needed to negotiate effectively
- He has most, if not all of the skills and traits needed to identify the best way to deal with a client
- He has most, if not all of the traits and skills that will help him obtain referrals
- His ability to recall information is good

Our statistics show that women who took this test outscored men in integrity and the ability to read others, while the latter were more comfortable with public speaking, risk-taking, and taking criticism.

### Potential Strengths

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- He is relatively comfortable with public speaking
- He is somewhat comfortable with the idea of receiving negative feedback or

## Strengths & Limitations

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rejections from clients

·He shows some competitive spirit

·His knowledge of sales technique is adequate

·His emotional control is reasonably good

·He possesses some of the traits and skills needed to question clients effectively and productively

### Limitations

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·He is not a very good listener

## Advice

*" If you could change anything about the way you approach selling, the thing that will make the biggest difference would be your attitude - your attitude toward your customers, your service, the benefits of your products, your employer, and yourself. "*

Dan Brent Burt

It takes more than being born with a silver tongue to be a good salesperson (although it does help!). There are number of characteristics and skills that are crucial to a successful career in sales - not every salesperson has them, but these particular aptitudes are what differentiate the good from the great. In a field with a high turnover rate, it is essential for employers to find the perfect candidates. Think you have what it takes to make it in sales? Here are some tips that can improve your chances.

### Dealing with Customers/Clients

- **Don't be phony.** There are a lot of great sales techniques out there, but if they seem forced or rehearsed, they won't work. Test them out and try to make them your own. Some salespeople rely on charm and their communication skills. Others are detail-oriented and use their knowledge of the product, their company, and the customer to build a rapport. Try different techniques and see what works best for you.
- **Maintain credibility.** Don't promise things you can't deliver. Dishonesty will only ruin your credibility and reputation. Act professional and don't compromise your beliefs just to make a sale. Customers tend to be drawn to salespeople who have integrity and genuinely want to help them.
- **Don't appear desperate.** While you certainly want to show your enthusiasm for the product/service, desperation will only drive the customer away. Use the knowledge available to you and let your product/service speak for itself. Don't incessantly hassle a client to buy, since one of the biggest turn-offs for customers is a pushy salesperson.
- **Identify benefits.** Don't sell the actual product; rather, focus on the benefits that it brings to the customer's life (and be specific). This is easier, of course, if you take a little time to get to know the customer and his/her needs. Another good idea would be to keep track of referrals from other satisfied customers. You never know when a testimonial will come in handy.
- **Get rid of your preconceptions.** Assumptions can close the door on many potential sales. The young guy in the t-shirt and sneakers may actually be a high-tech millionaire itching to spend or that gray-haired lady might love fishing (and you happen to be selling a fishing boat!).
- **Build relationships.** While you don't have to become best friends with your customers, you should develop a good professional relationship. This offers the potential of doing business with them again in the future.

### Selling Techniques:

- **Have fun while selling.** If you're not enjoying yourself, it's probably obvious to both your employer and customers. Find out what you like most about selling and make it your strong point (i.e. connecting with people, believing in the product itself, etc.).

- **Set challenging yet realistic goals.** Without personal goals, you likely won't find the motivation to improve your sales. Goals can be actual numbers like a certain number of sales per month, improving soft skills like communication, or honing a specific technique like closing.
- **Know what you're selling...inside and out.** Learn the little details as well as the big picture. Know what the competition offers and what kind of people/companies use their product/service. In order to better relate to customers, you have to know everything about what you're selling.
- **Prepare yourself before selling.** Have some opening statements ready, know the answers to possible questions, think of open-ended questions to ask the customer, and consider replies to objections. Be aware of what's special about your product (how is it different from competitors) and prepare your own personal comments about it. Practice all of these until they become second nature.
- **Stay customer focused.** The final decision, no matter what you do, depends on the individual customer - no matter how persuasive, charming or persistent you are. If you lose your focus on the customer, you will lose the sale. Remember that the goal of most good salespeople is not to make money but to help fulfill a client's need. Showing a client that you truly wish to help them builds trust and a rapport - two extremely essential steps in the selling process.
- **Observe successful salespeople.** Watch to see what techniques they use and how they read customers. Don't copy them, however, without adjusting the strategies to fit your own approach and personality.
- **Qualify the decision-maker.** All good salespeople know this particular technique, but a little reminder wouldn't hurt. Find out who makes the decision in each potential buying situation. Determine what will be the basis of his or her decision before you go on and on about the benefits of your product. Although the advantages you list may be quite attractive, they might not even be important to your potential customer.
- **Don't bring up the negative.** Don't point out the weaknesses of your product/service or reassure the customer on a worry they haven't even expressed yet. You'll only plant concerns in their mind. Also, don't resort to slamming the competition. If, however, they ask you legitimate questions about the potential limitations of your product/service, answer them honestly. But don't worry; there are always a few techniques on how to deal with objections, hesitancy, or disinterest.
- **Don't immediately settle with "no".** If you get a "no" when it comes down to closing, find out why. You may be able to address their reasons for turning your product/service down. However, if they still remain adamant and unconvinced, then you may just have to move on.
- **Improve your closing skills.** Don't be afraid to come right out and ask your customers if they are interested. Push it to the next level by saying something along the lines of, "Would you like to go ahead with that?" If they express uncertainty, find out why and work on allaying their concerns.

### Working on YOU:

- **Learn to let go of unsuccessful attempts to sell.** Don't let them bring you down. See what you can learn from them and determine what may have gone wrong. Do this by asking the customer what they needed that they did not get. Of course, keep in mind that in many cases, there was probably nothing you could have done to make the sale.
- **Don't take things personally.** Customers that decide not to buy are not rejecting you as a person - they're rejecting the product/service, the company, or perhaps your pitch. Even great salespeople end up getting turned down from time to time; what makes them successful is their ability to bounce back quickly.
- **Learn to listen actively.** Communication is not only about talking; if you're not listening in an active way (by asking questions, checking understanding) you are missing out on a lot of important information - not to mention

failing to build a good rapport.

- **Build your confidence.** Believing in your own abilities is essential to success - it gives you that boost you need to approach and communicate effectively with potential customers. Practice new techniques, celebrate successes, and take full advantage of your strengths.