

Traits of sales masters

10 traits that the top sales performers consistently exhibit that fuel their success

This article would make an excellent sales meeting for any department and with a little work it could make 10 great sales meetings.

Someone once said that both success and failure leave clues. Let's talk about 10 stand out traits exceptional performers in both sales and business possess:

1 Shows no fear, is never 'pushy' and does not hard sell. They give no signs of vulnerability to rejection and are confident and relaxed, letting conversations take their own course, understanding the power of flow and pace, with guidance.

Their demeanor never comes across as brash or with bravado. As Tom Hopkins said, you want to "Act like a lamb and sell like a lion." This unshakeable energy allows them to move between lead generation, field internet leads, make sales calls, do face to face selling and close with a quiet power and precision that moves deals into place day after day.

2 Not selling just for the commission and knows how to sell. Committed to telling people the truth in a connecting and compelling way, most of their efforts are done without any commission in sight.

They never lose sight of the fact their big success will come from their community of referrals and repeats. They use their time and skills as continual investments into their current and future success. Intuitively knowing they will always reap what they sow, they strive to always do something productive. They also have a profound belief in what they sell, the benefits they give buyers, promoting products and services they themselves have bought and would buy again.

3 Never gets down on themselves. They know attitudes are contagious and they are always exposing their attitude to clients and co workers hoping everyone else catches it. Aware of how attitude controls altitude as much as aptitude, they are always taming their inner critic and shadow personality that is trying to talk them into playing small, walking away or quitting.

This means they stay focused on their goals more than anything else and look for opportunity inside every challenge.

4 Never waiting for the perfect conditions. Very organized and straightforward when starting a sale or wrapping up the close and never pre-qualifies anyone. They understand that a suspect without objections and hurdles usually means they are usually not a prospect as most people ready, willing and able to buy



will have concerns and questions. Product concerns, money questions and decision-making conditions are handled smoothly and with confidence, always trying to move forward in the sale.

5 Understands the prospect has doubts, fears and wants to avoid confrontation. Knows the prospect wants them to be firm, convinced and reassuring to help the prospect act rather than avoid or postpone a decision. They are never aloof, uncaring or insensitive but rather understanding and supportive.

They will use the dance between decision and indecision to subtly move the sale forward to what they believe is the inevitable outcome — another happily sold client that will want to send everyone they know to them for the same outstanding service.

6 Immune to rejection. Like water rolling off of a duck's back they never take questions, objections or refusal personally. It's just business. When this becomes difficult, they feel heavy or may feel the early signs of burn out they know how to pull back and take some time for themselves to regroup and recharge. They know from experience they can't create enthusiasm unless they feel enthusiastic.

7 Avoids ALL negative influences and distractions. Committed and focused on their objectives, their desired outcomes and results. They may pay attention to current events but never get caught up in it, especially at work or with clients.

They draw a hard line on topics that could

be divisive or disruptive to their energy or the mood of their buyers. No conversation or opinion is worth disrupting their connection or credibility with clients. They go to work to convert sales, not viewpoints on unrelated topics. They leave their home at home and are always scaling their activities and use of time personally and professionally.

8 Competitive yet remarkably stress free and fun. A master competes with themselves and their goals, but rarely competes against others, is self aware and has fun closing. They always want to beat their own records and set new higher standards.

9 They celebrate success. Often, appropriately and without guilt with the goal of loving their work, happy customers and prosperity.

10 They study their trade. Most masters were once a disaster, so they know the importance of avoiding the causes of failure. They are usually the first people to ask to go to special training and read up on new technologies and products to further hone their craft.

They understand the power of staying a student, finding better techniques and keeping an open mind. They protect their character and build their competence every single day.



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