

50 Traits of “Top” Salespeople

Presented by J.W. Owens



A Perspective 101 Series



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You may be determined to start out the New Year with a willingness to improve professionally.

If so, check out **50 “characteristics of top sales performers.”**

While the list is pretty general, it may help with the task of analyzing yourself as a “top” salesperson.

Why not print out the list and sit down for an honest self-critique?

Cross off the characteristics that you *genuinely* feel you possess, and hang up the list as motivation to have the remaining items crossed off by this time next year!

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You may want to measure yourself against some of the characteristics of Top Performers.

The list below represents some of the more common characteristics of Top Performers.

See how you measure up.

If you are not doing some of them it is time to put a plan in place.

50 Traits of “Top” Salespeople



- Strong desire to be successful
- Committed no matter what
- Has a positive outlook in the face of adversity
- Have personal goals in writing that are tracked and monitored
- Prospects consistently
- Gets to the decision maker
- Gets appointments
- Is rejection proof?
- Is in control of emotions
- Attempts to close

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- Upholds margins
- Takes responsibility
- Has a positive attitude
- Doesn't need approval
- Comfortable talking about money
- Has a supportive buying cycle
- Bonds early in the sales process
- Discovers buyers budgets
- Discovers why prospects buy
- Discovers how prospects buy

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- Have strong hunter skills
- Have strong qualifying skill
- Has a strong sales process
- Is open to coaching
- Recognizes that there is always room for improvement of sales skills and sales strengths
- Maintains a full pipeline
- Has a good model to measure prospect against
- Has set criteria for cold, warm and hot prospects
- Joins trade associations and participates on committees

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- Is committed to prospects and customers success
- Provides solutions to customers and prospects while maintaining profitability
- Cross sells and up sells
- Has high retention levels
- Doesn't accept put offs
- Attends networking events
- Prospects by phone or walk-ins
- Gets referrals
- Doesn't quote inappropriately

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- Schedules appointments that are not broken
- Doesn't make assumptions
- Quickly develops and maintain relationships
- Keeps good records in a contact manager
- Has a high dollar tolerance
- Recognizes a non opportunity and is willing to walk away
- Asks good questions
- Knows how to handle people
- Has a presidential mentality
- Manages time effectively

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- Makes appropriate follow up calls
- Is highly motivated.

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This is a series of Training for your
Management, Sales & Office TEAM

Good Selling !



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