

**Special Management Series**

# **7 Important Characteristics of Successful Salespeople**

**This is a series of Training for your  
Management TEAM**

**Presented by J.W. Owens**



**A Management  
Perspective 303 Series**

**Management - JWO 336**



# 7 Important Characteristics of Successful Salespeople



**“Sell or be sold”.** Believe it or not, almost all of us has done a **“sales”** job or task before, even you don’t realize it.

If you are trying to convince your parents to buy a toy for you when you are still a kid, you are doing a sales by trying to sell them the toy. You go for a job interview, you will try to sell **“yourself”** and your expertise to the interviewer in order to get yourself hired. When you try to convince someone to take action on something which will require them to spend money, you are doing **“sales”**, despite you get paid or not.

Many youngsters start off their career with a sales job and it is actually a good start. Taking up a sales job put you into many kinds of difficult situations and you will meet a variety of people.

Sales is not a tough job as many may think. It is almost the same as any other jobs. **Once you mastered the basics**, you will feel very comfortable when you are carrying out your sales job.

**Let’s take a look at some important characters of a successful salesperson.**

# 7 Important Characteristics of Successful Salespeople



## 1. Relationship building

Good salespeople do not go to a meeting just to make a sale. **They treat a meeting as a platform to build good relationship with the client**, treating them as a friend. On the first meeting there can be totally zero mention of the product or service at all. There may be a minor hinting, but it will be very subtle.

Some say salespeople tend to lose their friend as most of the starters like to take their friend as the pioneer targets when they start to involve in a sales job. This is because the intention of calling up their old friends is just to sell them something, who doesn't hate that?

If you call up someone you haven't met for a long time just for old time sake, then meet them for THAT purpose only. If you are trying to sell them something, tell them beforehand, like ***"I would like to introduce you to some of the products I've been using myself lately, but if you don't want to hear it, it's completely fine."***

No one likes to get scammed into an **"old time sake"** meeting which end up as a sales presentation.

# 7 Important Characteristics of Successful Salespeople



## 2. Patience and Empathy

**Listen, listen and listen.** Good salespeople spend more time listening to their customers rather than telling them.

They will try their best to understand their customers' problems and concerns before they start to introduce their product or service which can solve their problems.

They never rush into closing their sales. Patience is a virtue. They do not have the mindset of **“If I let the customer walk out without closing today, the chance of getting that sales is lower”**

If you show great passion, empathy and build great rapport with the customer, they will surely find you when they have decided to buy your product.

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## 3. Solve Problems, Not Create

A good product or service is to solve problems and not create new problems, same goes to salespeople. If the product they are selling is not going to help the customers, they will pass and ask for referrals who has the real problem.

Good salespeople will go to the extent of helping the customers to solve any other obstacles in order for them to be capable or feasible to buy their products.

Some services may require a prerequisite membership in order to obtain another kind of service or product.

Good salespeople will help customers to obtain the prerequisite in any way they can.

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## 4. Responsibility and Accountability

Good salespeople hold themselves accountable and responsible for any issues face by their customers when they use their service or product.

If customers are having problem when they are using the product or service, it is the salespeople's problem as well. They are responsible in helping the customers to solve problems and not just passing it to the relevant personnel or department. They show great passion and integrity in helping the customers as much as they can.

**When good salespeople are not able to meet their monthly sales quota, they hold the responsibility to themselves.** They do not put the blame on competitors, economy or the products. They understand the problems come from themselves of not doing well enough.

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## 5. Optimistic and Enthusiastic

Positive thinking at all time is one of the trait of good salespeople. They will treat their product weakness as room for improvement, and threat of competitor as an opportunity.

They also have good persistency that they will never be put down by failure. They are more resilient and they treat a refusal is not a rejection to them, but only to the product or service that they sell.

When face with high amount of failures and rejections, they do not dive into disappointment but instead, stay positive and work harder to fight back the situation.

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## 6. Keeping in Touch and Follow Up

Good salespeople keep in touch with their pending leads and past customers. They will do constant and non-annoying follow ups with their leads until they ultimately get the sales.

Follow up is not limited to only pending leads but as well as existing and previous customers. They keep good relationship with them, calling them up sometime to see if there's any problem they face with the products or services and offer to help.

They understand that it is easier to sell to existing customers than to create a new one.



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## 7. Achievers

*“How much money I can earn from getting this sales?”* Good salespeople do not ask this question but instead, they ask *“How much sales can I generate for the company?”*

**Good salespeople are achievers, and some are over achievers.** They set high goals and they work hard in order to achieve that. They never set an easy target and just do good enough to fulfill their quota. Whatever the company put on them, they achieve it.

It requires time, effort and passion in sales for anyone to take up these traits. In order to be the very best, you cannot be the average.

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# Good Selling !



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