

Six More Success Traits of Top Salespeople

by John Chapin

In last month's article, I wrote about six success traits of top salespeople. In this article I'll cover six more. As a refresher, here are the first six: a positive attitude, being action oriented, being prepared, being businesslike and business-savvy, the ability to stand out from the crowd, and finally, likeability, trustworthiness, and the ability to build relationships. Now, here are the additional six.

1) Persistence and perseverance

Top salespeople have thick skin, they don't take rejection personally, and they are able to handle massive amounts of it without losing their drive and enthusiasm. It doesn't matter how many times they get told 'no' or get knocked down, they just keep getting up again and again and again.

2) Effective communication

Top salespeople are great communicators, knowing what to say and when to say it. They actively listen to people and are able to hear them well and read between the lines. They ask many questions, listen well to the answers, and take notes.

Top salespeople don't confuse people by giving them more information than they need; yet they give them enough information to make a well-thought-out buying decision. Top salespeople are clear and concise in the information they convey.

Top salespeople have frank, direct conversations with people and talk to them the way they want to be talked to.

Top salespeople also get the information they need such as finding out who the decision-maker is and making sure the prospect is qualified.

3) Empathy

Top salespeople have empathy for their customers and prospects. They are able to put themselves in other people's shoes and become emotionally involved. Top salespeople genuinely like people; in return, people feel their understanding and compassion. Top salespeople enjoy helping people and they believe, with every fiber of their being, that buying and owning their product or service will help people.

4) Professionalism, integrity, and work ethic

Top salespeople are complete professionals with complete integrity. In addition, they have a great work ethic. Everything about them conveys that they are professionals.

Top salespeople do not burn bridges. They do not talk negatively about the competition. They are always on their best behavior because they're aware that they never know who is watching and listening.

Top salespeople are honest. If they don't know an answer, they admit it, and then find the answer and follow up promptly. Top salespeople don't encourage others to become involved with their product if it isn't right for them. They are straightforward with people.

Top salespeople work both hard and smart. They prioritize customers and prospects. Top salespeople recognize their bread-and-butter clientele and focus closely on nurturing those relationships and finding more people like them. They are willing to work as hard as possible to get the job done, while at the same time realizing that working smart is the ultimate goal.

Top salespeople go the extra mile. They always deliver more than they promise and never leave anything to chance.

Top salespeople always follow up, doing what they say they will do, when they say they will do it. They return phone calls and reply to correspondence promptly. They follow up on unfinished business.

Top salespeople take 100 percent responsibility for everything they do, both in their professional and personal lives.

5) Team player and leader.

Top salespeople are team players. They look for ways to contribute to the team. They share information such as success stories that may help the other salespeople in their company. They pull for their peers and colleagues. They use a big sale by another person in the office to motivate them. They are focused on becoming better as individuals and believe that by doing so, they help the people around them improve and make their company stronger.

Top salespeople work well with other departments. They develop strong professional relationships with co-workers. They get along with everyone, including the person no one else can relate to. They let the people they work with know they are appreciated.

Top salespeople expect to be at the top and they are comfortable there. They do not look down on or see others as inferior. Top salespeople realize that others do certain, non-sales-related things better than them, yet in the world of selling, they always see themselves at the top of the mountain. They help other salespeople to be successful. They lead by example.

Top salespeople lead prospects and customers to the right decisions. They skillfully set the ground rules for the buying process and they are not at the mercy of the buyer or the buying decision.

6) Continuing education and training.

Top salespeople are committed to being the best they can possibly be. They are always getting better at selling. They read sales books, listen to sales information at home and in their car, watch

videos, and talk to other successful salespeople. They know selling and they know their business, yet they also know there is always more to learn. Top salespeople are teachable.

They study their competition inside and out. Often they know more about the competition's product than the competition does.

Top salespeople stay up-to-date on all new developments in their industry and anything that could affect business. They are constantly looking through trade publications and magazines. They study all news sources for any news on their industry or the customers they serve.

The above six success traits, added to the previous six for a total of twelve, may seem like a lot. That said, being a top salesperson really comes down to having a great attitude, a sincere interest in helping other people, and a burning desire to succeed. With those elements in place, everything else will follow.

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John Chapin is a motivational sales speaker, coach, and trainer. For his free eBook: 30 Ideas to Double Sales and monthly article, or to have him speak at your next event, go to www.completeselling.com. E-mail: johnchapin@completeselling.com. John has over 36 years of sales experience as a number one sales rep and is the author of the 2010 sales book of the year: Sales Encyclopedia (Axiom Book Awards).