

**Special Management Series**

# **8 Traits of Great Salespeople**

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

**Presented by J.W. Owens**



**A Management  
Perspective 303 Series**

**Management - JWO 378**



# 8 Traits of Great Salespeople



## 8 Traits of Great Salespeople

- What separates a good salesperson from a great salesperson? **The best of the best tend to share the following characteristics.**
- How does your team stack up?
- I recently performed an audit for a midsize company in which I examined the sales staff against a standardized assessment test as well as their performance data.
- The results may confirm some of the things you already know, but there were some surprises.

# 8 Traits of Great Salespeople



**Here is a brief recap of the analysis.**

When you look at the great sales representatives for non-transactional sales--those sales that are larger and more complex in nature--**they tend to share the following traits:**

# 8 Traits of Great Salespeople



**They assume parity with their customers—**

There is an imaginary hierarchy that average and poor-performing salespeople place between themselves and their prospects.

It includes **head-trash** like **"The customer is always right"** and **"You're the customer so you're the boss."**

The data says that the top sales representatives see themselves as problem-solvers worthy of equal respect with their customers. **Respect always, deference rarely.**

# 8 Traits of Great Salespeople



**They are comfortable talking about money—**

This quality often starts back in the home in which they were raised, with the beliefs held there about money.

If money was thought to be a rare and precious thing to be hoarded or feared, then that shows up as fundamental discomfort when discussing large numbers. **Individuals who look at money as a measure of value, not as a number outside of personal grasp, typically do better in sales.**

# 8 Traits of Great Salespeople



**They challenge the decision maker—**

The best sales representatives have a strong confidence in their **understanding of the customer's market and their own solution**--enough so that they are comfortable challenging inaccurate statements made by the customer.

# 8 Traits of Great Salespeople



**They are comfortable with silence—**

**Confidence is demonstrated as much in silence as in what you say.**

Top salespeople can allow for measurable periods of silence in conversations with prospects.

**This creates an opportunity for the prospect to consider what has been said** rather than having to process the next piece of data given by the sales rep.

# 8 Traits of Great Salespeople



**They show up prepared—**

This seems so common sense, and yet when I administer these types of assessments, the statistical fact is that **most salespeople--greater than 70 percent--are not well prepared for sales calls and meetings.**

**They lack** research, pre-call planning, a complete agenda agreed upon by the contact, and a presentation tailored to the prospect.

**The best have all of these things.**



# 8 Traits of Great Salespeople



**They don't rush**--A study was done about physical demonstrations of confidence and power some time ago. The external view of two people moving was observed by a cross-section of people, who were then asked which of the two had greater confidence, who was paid more, and who had a position of greater authority.

The two people wore similar attire, and were of the same body shape and age. The distinguishing characteristic was the speed in which they performed their actions. **The one who looked rushed always scored lower.** An appearance of confidence in part comes from an appearance of control.

# 8 Traits of Great Salespeople



**They ask great questions**--This has been written about by me and many others.

The data confirms that the higher-performing sales representatives **ask more questions**--often more than twice as many--and their questions are more focused on implications than on data.

**Put another way, they ask questions about what something means rather than just what it is.**

# 8 Traits of Great Salespeople



**They are impeccable in following up—**

Just like preparedness, this quality seems so simple but **is often overlooked by poor performers.**

**The best cover the details.**

# 8 Traits of Great Salespeople



**One more note:**

Great salespeople score **over 50 percent** on **every** one of these traits.

That means they are not high-achieving in one area and failing in the others.

They **rate** above halfway on everything.

**That's their foundation.**

Then they knock the ball out of the park in their areas of personal strength.

# 8 Traits of Great Salespeople

This is a series of Training for  
your Management TEAM

## Good Selling !



J.W. Owens - 561-372-5922  
[results.jwowens@gmail.com](mailto:results.jwowens@gmail.com)

**A Management  
Perspective 303 Series**



Disclaimer: The information contained in this presentation is intended solely for your personal reference. Such information is subject to change without notice, its accuracy is not guaranteed and it may not contain all material information concerning J.W. Owens. The Company makes no representation regarding, and assumes no responsibility or liability for, the accuracy or completeness of, or any errors or omissions in, any information contained herein. In addition, the information contains white papers, shared presentation from others, industry material, public or shared information from others and J.W. Owens that may reflect his current views with respect to future events and performance. This presentation does not constitute an offer or invitation to purchase or subscribe or to provide any service or advice, and no part of it shall form the basis of or be relied upon in connection with any contract, commitment or decision in relation thereto.