

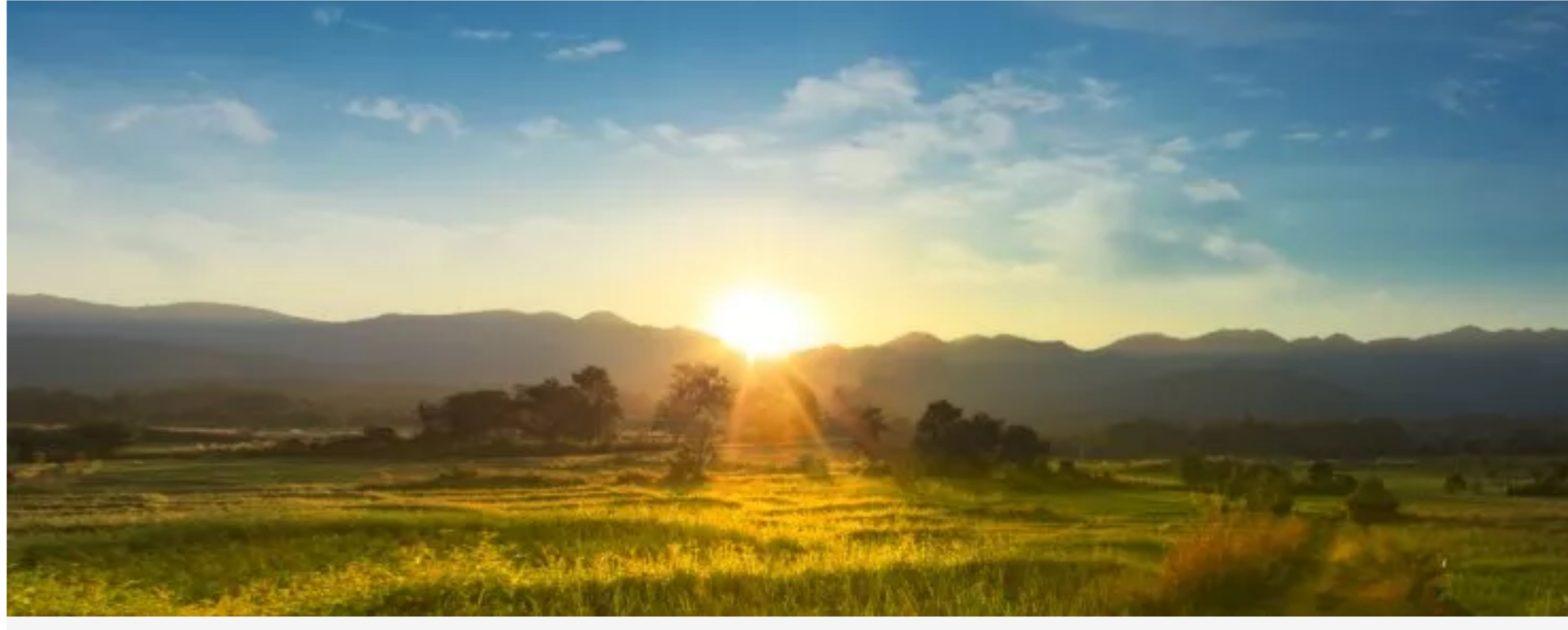
## EXPERTS

## RISE: Common Traits of Successful Sales Professionals

Savvy sales managers understand the value of constantly diagnosing areas of concern and assisting their sales organization's members to make positive adjustments in key areas to nurture success.

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The conscientious manager pings members of the sales team for a requisite update. As usual, the top producers are on target, but some continue to demonstrate lackluster results week after week.

The annoying beep of the incoming text alerts the depressed salesperson. "How was your day? Did you make some sales?" Reluctant to respond to the sales manager, he attempts to ignore the message, but it will not disappear. Eventually, a response will be required, but this chosen career path is in doubt. Uncertainty lingers.

The floundering salesperson wonders: Why are some of the other salespeople on the team succeeding with relative ease? What exactly are they doing that leads to such prosperity? What qualities do they possess that make them so different from him? Finally, he reaches out to the manager and reports the poor sales results. Sensing discontent, his manager sets up a meeting to discuss historical performance and provide some prescriptive guidance.



This scenario is repeated daily around the globe. Savvy sales managers understand the value of constantly diagnosing areas of concern and assisting their sales organization's members to make positive adjustments in key areas to nurture success. They help them 'RISE' to peak performance by paying special attention to attributes displayed by top performers and adjusting to address areas of concern.

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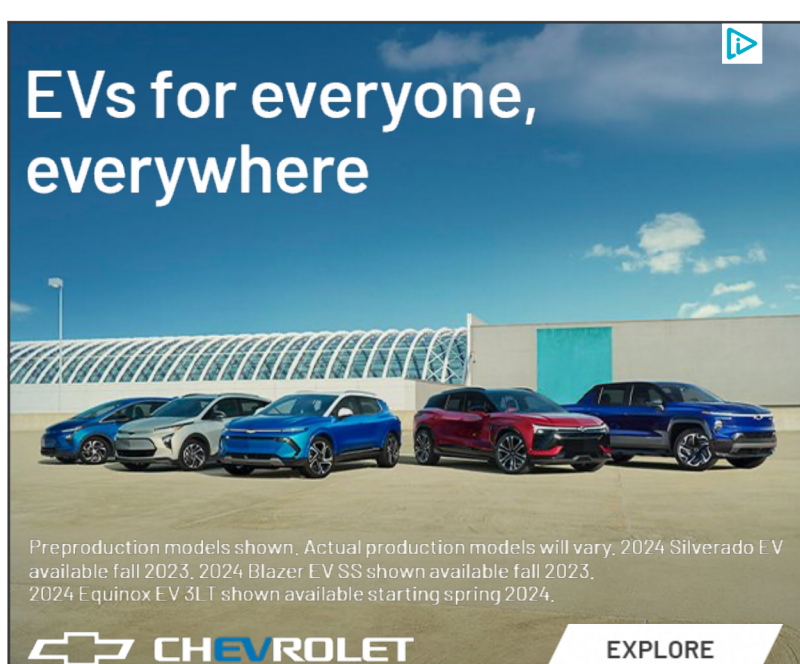
A few common attributes that successful salespeople share are:

## Resolve

Rejection and selling go hand in hand. Successful salespeople exhibit determination and grit while maintaining a positive mental attitude. They realize that securing a long-term relationship with a potential client may take years to nurture — essentially having the resolve and resiliency needed to nurture relationships over time. It is the willingness to accept coaching and advice from a mentor to make adjustments to the sales process.

## Integrity

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The salesperson must truly believe in the product or service they are offering.

Additionally, they must fully commit to ensuring that promises made during the sales process are honored. This attribute is a vital element in building a strong professional brand with clients, potential clients and industry peers.

Most sales professionals are given a tremendous amount of latitude in terms of work hours. This freedom can be a blessing and a curse, though. Struggling salespeople tend to engage in activities that may not lead to a return on investment of time. Top performers, however, possess strong work ethics focused on tasks that ultimately end in agreement with a client.

## Skill Set

Effectively communicating the benefits of a product or service based on the personality style of the potential customer is vital. Top-performing salespeople consult clients by first understanding the wants and needs of the individual. They can then position their product or service to solve a specific issue or provide a clear need for the offering. For example, a savvy salesperson should ask thought-provoking questions that elicit a response from a potential customer to uncover hidden wants or needs. The information uncovered can lead to a mutual agreement moving forward in the customer's journey.

## Expertise

This may sound rudimentary but salespeople are paid for their intimate knowledge of their product or service. Potential customers are relying on this granular expertise to answer questions, allay concerns and determine if the product or service is needed. Successful salespeople are constantly researching topics related to their field to maintain relevancy for clients while differentiating themselves from the competition. Without this expertise, the need for a sales professional is minimal.

While this list is certainly not exhaustive, it can help sales professionals focus on specific areas of professional development and 'RISE' to the challenge of a successful career in sales.

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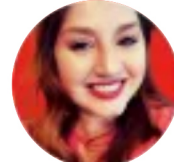
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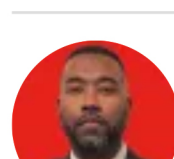
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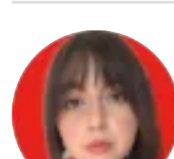
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