

Qualities Of A Sales Professional

Studies have shown that outstanding salespeople share certain traits, whether they run their own business or work for someone else.

According to Jim Cathcart, well-known speaker and author of *Relationship Selling: The Key to Getting and Keeping Customers*, whether people are professionals isn't determined by the business they are in, but by the way they are in business.

Sales professionals:

- Are committed to the success of their clients' businesses, as well as their own.
- Have clearly stated business and life goals.
- Take time to educate themselves, and are always open to learning how to improve their sales skills.
- Spend spare time in sales-related activities, whether within their industry or contributing to other entrepreneurs.
- Take personal responsibility for both their successes and failures, rather than blaming others for any setbacks.

Continued on page two – Sales Professional

Inside This Issue

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Top Ten ways to make sure Your Actions Produce More Results

One Minute Ideas

Top 10 Ways to make sure Your Actions Produce more Results

1. Start with the end in mind.

Develop a clear picture of what you want to accomplish. State the end results in one sentence that even a child can imagine, understand, and remember. Consider the power of President Kennedy's goal "to send a man to the moon and bring him safely back home within this decade". Thousands of people did very detailed work and spent billions of dollars based on this simply stated goal.

2. Develop a written plan.

Get it on paper (or on the computer). Make the plan as specific as possible, in terms of what will be done and by when.

3. Enlist support of others.

Let them know what you are doing, and how they and others will benefit from the results you want to produce. Invite them to lend their support however they can.

4. Set up milestones and reporting systems.

Break the job down into segments, and set target dates for finishing each segment. Develop a reporting system on paper or via a good software program. Send regular reports to people who are working on your team, or who have an interest in your project.

5. Have a support system.

Set up the supports you need in your work and in your personal life. Have one or more advisors that you meet with regularly to report progress, and get advice and encouragement. Your personal coach can be one of these key people.

Continued on page two – Top Ten



ONE MINUTE IDEAS

If you like to leave your computer on at all times, remember to reboot it at least every two days. Even the most popular operating system develops problems after being on for extended periods.



Customer Follow Up

Avoid following up with a customer by sending a "canned" impersonal letter. Phrased such as "per our conversation" can come across as cold. When sending a follow up letter try to use phrases that emulate your conversation.

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Continued from page one – Sales Professional

- Keep track of their progress, including accurate records of conversations with clients and appropriate follow-up times, as well as their level of activity during each step of the sales process.
- Are determined and persistent, and don't let anything discourage or slow them down.

Continued from page one – Top Ten

6. Monitor progress and make adjustments.

Realize that even the best plans need to be adjusted in the heat of battle. Make adjustments quickly and respond to new opportunities or short cuts along the way that help you reach your destination faster. If you find it difficult to get around or through certain roadblocks, get help and advice promptly.

7. Form mutually beneficial alliances with others.

Find out what other people or groups are natural allies and team up with them so you can help each other reach your objectives more easily and effectively.

8. Work your plan regularly and continuously.

Maintain a high focused activity level yourself, and get help when you need it. Don't try to do everything yourself. Delegate as much as you can, and follow up with those to whom you delegate work.

9. Keep your allies on your side and your enemies at bay.

Inform your allies about progress you are making and problems you are having. Thank them for their help. Protect yourself from important enemies by setting up and maintaining boundaries between yourself and your enemies. Recognize that enemies can be within you as well as about you. When you find that you are doing things that impede your own progress, replace that activity or habit with a better one. Ask your advisors what you personally can do better. Then put the corrections in place.



10. Celebrate progress along the way.

Share the glory. Recognize and thank the people who have helped you produce results.

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"It's not that some people have willpower and some don't. It's that some people are ready to change and others are not."

— James Gordon, M.D.

"In the absence of clearly defined goals, we become strangely loyal to performing daily acts of trivia."

— Unknown