




Anthony Cole Training Group

April 18, 2006

7 Habits of Success Salespeople


In analyzing those salespeople who are successful year after year, we find significant consistencies in behavior and practice management. So, borrowing from Steven Covey, here are "7 Habits of Successful Salespeople".

 The ONLY "A" priority is prospecting. Successful salespeople service accounts just like everyone else. They also have fires to put out and meetings to attend and, they too, attend our training sessions. But nothing gets in the way of consistent prospecting.

- You don't have to like prospecting you just have to do it.
- If you learn to like prospecting, you will do more of it.

 Don't look, act or sound like every other salesperson calling on the prospect.

- Create a unique approach – Don't just say that you are different.
- Put yourself in your prospect's place. Would you take your phone call and be responsive? If not, work on your strategy and script.

 Successful prospectors understand that the purpose of a call is to set an appointment with a qualified candidate.

- Stop seeing anyone who will see you. Make sure the prospect qualifies to do business with you.
- Stop selling on the phone.

 The quality of the phone call determines the quality of the appointment.

- Identify on the phone a problem the prospect has.
- Establish that they would like to fix the problem.

 Even though the prospect identified a "problem" on the phone, the identified problem isn't the real problem.

- Ask questions about why the problem is a problem.
- "Drill down" past the pain or problem indicators (symptoms).
- Ask what they've done to fix the problem.
- Ask what happens if they don't fix it.
- Ask if they want to fix the problem.

 Always track your activity and look for ways to exponentially improve revenue by improving technique.

 Finally, know that prospects want to meet professionals through introductions, not cold calls, so always ask for introductions.

We know, and you know, that prospecting is key to your selling success. And you know that

you can't consistently grow your business unless you consistently prospect. You can't count on market conditions or new products or low pricing to create opportunities. You must find prospects who fit your profile and qualify to do business with you.

So as you review the "7 Habits of Successful Salespeople", ask yourself which one is most important today and for the next 30 days. Commit yourself to changing one behavior or business practice that will dramatically impact your business.

One final word about tracking and accountability. Imagine that all you had on your dashboard was an odometer. All the other gauges and informative digital readouts were gone. Eventually what would happen? Sooner or later the car will have a problem. Unless you are an ace mechanic you won't know what the problem is and you won't know how to fix it.

The same is true of your business. If you aren't tracking critical data and you are only looking at production, one day you will find that your business is dying. Take time to track and ultimately understand where you are failing and work on your weaknesses.

On another topic, our newsletters are generally written with you, the salesperson, in mind. Obviously prospecting is a big issue with salespeople and we address it regularly, in the hopes that you will continue to prospect and grow your business.

However, we would also like to know if there are specific topics that you would like us to address. The following survey will help us provide you with information you would find useful. If you would like to see something that isn't listed below, please email us (see link below). We hope you will let us know your thoughts.

The thing that I do best in prospecting is:	
<input type="checkbox"/>	Get referrals
<input type="checkbox"/>	Consistently prospect for new business
<input type="checkbox"/>	Track my activity so that I stay on course
<input type="checkbox"/>	Convert conversations to qualified appointments
<input type="checkbox"/>	Use my business information to improve my business and marketing strategy
<input type="checkbox"/>	Establish personal goals (non sales related) that drive my business
<input type="button" value="Submit Response"/>	
Use this link if the form above doesn't work	

The thing that I need to do better is:

- Get referrals
- Consistently prospect for new business
- Track my activity so that I stay on course
- Convert conversations to qualified appointments
- Use my business information to improve my business and marketing strategy
- Establish personal goals (non sales related) that drive my business

Submit Response

[Use this link if the form above doesn't work](#)

Anthony Cole Training Group
Driving Consistent & Predictable Sales Growth