

Sales Excellence Attributes

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I believe sales excellence consists of six key qualities and a good salesperson has all six. Sales excellence doesn't mean you need to be "perfect," but it does mean you have to be striving to improve.

First, a salesperson needs the right **attitude** – of all six qualities, this one cannot be trained or taught; you hire for it. Attitude can affect all the other components and other people's behavior toward you and your company.

Second in the foundation of sales excellence is **product knowledge**. Product knowledge refers to understanding the features of your product and service and how each affects your prospect. You must have a good understanding of how different products are used.

Third, **discipline**. Discipline means doing whatever is required, even when you're least motivated to do so. You must know the rules and

play by them, because no one wants to lose the sale.

Sales skills are critical to success. After knowing what sales skills work for you, it's critical to apply them every day. Knowing and using industry-specific knowledge is needed to be great at any profession. Always look for sales training resources!

Without **practice**, you become less proficient. It's good to get into the habit of consistently practicing your sales skills. Rehearse a pitch to your partner, parent or even in the mirror! If you're continuing to work on your sales, you will improve.

The last component of sales excellence is **time**. Do you give yourself an adequate amount of time to practice? When do you sell? Is prioritizing time to put your profession important to you? Remember, you are in control of this!



Having a sound foundation in these six fundamentals means you'll be able to adapt to the situation. Excellence isn't perfection; it's being able to accomplish your goals, even when things don't go as planned. If you continue to develop each key component of sales excellence, I assure you, you will see improvement.