

Sales Statement Series #17
Comparison Traits of the Best in Sales – Research Based.

The following traits compare the top 5% to the bottom 5% of sales performers.

Top 5%	Trait	Bottom 5%
99.5%	Trainable and Coachable	0%
100%	Strong Desire for Sales Success	0%
95%	Strong Commitment to Sales Success	33%
94%	No Excuse Making	20%
78%	Doesn't need Approval from Prospects	6%
59%	Doesn't get Emotional	10%
98%	Comfortable Talking Personal Finances	2%
79%	Supportive Sales Beliefs	0%
76%	Supportive Buying Habits	8%
74pts	Average Severity of 5 Biggest Weaknesses	251pts
95%	Rejection Proof	18%
100%	Have Personal Written Goals	16%
95%	High Money Tolerance 9 (choking point)	35%
88%	Make Decisions to Buy Without Thinking it Over	18%
77%	% of the Attributes of a Hunter	31%
45%	% of the Attributes of a Closer	8%
59%	% of the Attributes of a Qualifier	11%

*Objective Management Group Boston USA

How do you or your salespeople compare with these traits?

For more information or if you want to discuss any problem with sales or sales management then please contact Kurt Newman on 61 412 252 236 or email kurt@salesconsultants.com.au.



Kurt's expertise is in improving the sales effectiveness of his clients' businesses by generating more sales and in a more profitable manner. He has guided companies to increases sales from 10-56%. Clients range from small to multinational companies and has completed projects in Australia, the Middle East, Asia and Europe.