

Sales Statement #20

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12 Sales Stopper Traits

The following traits impede sales success:

Artistic creativity

A salesperson who pursues an interest in artistic creativity whilst on the job will more than likely lose their productive focus. Successful salespeople seek proven techniques and apply the tasks that maximise their chances of sales success.

Variety and change

Top sales producers use proven activities in a disciplined manner. Those with a strong need for variety and change may be easily distracted from achieving the required sales outcome.

Dislike of travel

Travel is a part of sales and contributes to financial rewards. The salesperson who is unwilling to travel will not enjoy their job. This in time will have a domino effect on their sales, relationships and career.

Dislike of conflict

Good salespeople are known for their ability to cope with pressure, take criticism, rejection and anger. They know that avoiding conflict means avoiding clients and therefore sales.

Need to be liked

Successful salespeople while friendly and sociable will stay on target to achieve their objective but when they become overly concerned with what a client might think of them they won't have the courage to do what is needed.

Career driven

If there is too much emphasis on career progression into management, seeing sales as an interim vocation or to impress other people the salesperson is headed for mediocrity in sales

at best. Successful salespeople consider sales an honorable yet challenging profession that is a lifelong career.

Need for solitude

Good salespeople are seldom withdrawn, philosophical or highly self-reflective. They prefer being around other people to being alone. Needing solitude is counterproductive to sales.

Fear of rejection

Selling requires a level of self-confidence and assertiveness that needs to occur naturally and without fear or timidity. The salesperson who takes rejection personally will become overly cautious and won't ask tough questions or close the sale.

Contentment

If a salesperson feels overly comfortable on a daily basis they will become complacent and won't be motivated to perform at a higher level. Individuals who set moderate goals and achieve them tend to coast along.

Self-consciousness

Good salespeople convey confidence. Self-conscious salespeople often communicate anxiety which increases the likelihood of a refusal to buy.

High academic interest

Selling requires intelligence and ongoing learning but successful salespeople don't like learning for learning sake. They like to know how what they are learning can be applied in a practical sense.

Perfectionism

Being thorough in sales is part of being successful but perfectionism can only lead to poor sales performance because the need to do everything 100% right dramatically slows sales.

You may all be able to relate to one or more of these traits but now that you are aware don't let any single trait prevent you from achieving great sales success.



If you want to discuss anything to do sales or sales management then contact me directly on +61 412 252 236 or email kurt@salesconsultants.com.au. Please enter the subject heading Enquiry.



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 increase sales from 10-56%. Clients range from small to multinational companies and he has completed projects in Australia, the Middle East, Asia and Europe.



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