

# How to Uncover Your Sales Strengths

We have been lead to believe:

- **Work on your weaknesses and strengths will take care of themselves**

The general assumption is you shouldn't waste time working on the things you are really good at because strengths develop naturally. Working on weaknesses is supposed to help you develop your full potential. If this were true why do great sports people continue to work on their strengths?

- **You can be and do anything you put your mind to**

This comes from the power of positive thinking mantra such as practice makes perfect and if you don't succeed try, try again. It should be practice using a strength makes perfect and if you don't succeed, check to see if you are building on a strength

- **The greatest potential for growth lies in your weaknesses**

If a weakness were addressed at best an average result could be expected. Sir Winston Churchill didn't focus on improving his stammer to become a great speaker.

Focussing on weaknesses to improve sales performance is a **false belief**.

What is a strength?

A strength is a **consistent near flawless performance** in an activity. The combination of talent, knowledge and skills form your strengths.

There are clues to indicate a possible strength:

## **1. Passion**

A passion can start early in life and create a pull toward an activity.

## 2. Rapid Learning

If you learn quickly there is a good chance you will be good at the activity.

## 3. Enjoyment

Enjoying an activity triggers internal motivators that leave you feeling good so you look forward to the experience again.

## Managing a Weakness

Any one or more of these strategies can assist with managing a weakness:

- **Work to Improve**

This maybe an uncomfortable experience but with persistence you might be reasonable at the activity. For example practicing public speaking.

- **Develop a Backup System**

A back up system designed to provide you with the freedom to concentrate on the task at hand. This could be appropriate software.

- **Use a Strength to Overcome a Weakness**

An example would be if you are self-disciplined and self-motivated but feel nervous about business development you will keep at it.

- **Partner**

Tasks can be swapped with a work colleague. The key is to identify the colleague's strengths and seek their co-operation.

Uncovering your strengths can be an uplifting experience. Growing your strengths can provide increased self-confidence and greater 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](mailto: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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