

Personality Traits That Make a Good Salesperson

Every year, 50,000 people begin a career in sales in the United States. Working in the disaster restoration industry has made me keenly aware of how weak and unskilled most of them are. Certainly, it's no secret that working as a salesperson is very challenging and can be extremely rewarding. Sadly, most hiring managers (or restoration owners) fail to hire correctly, and even worse, fail to train them the way they can be successful in this new time of dramatic culture and societal changes. With proper training (the way buyers think since about 2010), good coaching, and the right attitude, restoration salespeople can improve their sales skills.



From experience with several of my clients, having candidates take a pre-employment test to measure This assessment measures talent, personality, and intelligence, and even provides excellent face to face interview questions. We all know that certain personality traits are advantageous in a selling career, (and we often mistake “people person” as one of those). If you are a hiring manager, be sure to look for these traits in potential employees, and don't fall for “outgoing, people friendly types.

Honesty: Great salespeople act with integrity. Their customers trust them, and so do their coworkers. They know building trust and providing accurate information to customers results in years of return business and referrals. An honest approach to business always gives a positive first impression, which is essential to a salesperson's success. When you try to be “sneaky,” the prospect can sense it.

Energy: Successful salespeople thrive in a fast-paced atmosphere. Commission-based salaries necessitate efficient use of time and competitive sales goals. In many businesses, the most successful salesperson is the one who maintains high energy levels throughout the day, adding life to the workplace and excitement to their customer base. Coworkers and customers are glad to see them because they make the environment more fun for everyone.



Excels at Difficult Jobs: People who enjoy working hard will likely continue working hard as a dedicated member of a sales team. If you enjoy working under pressure and rising to the challenge, you have the potential to be a sales superstar.

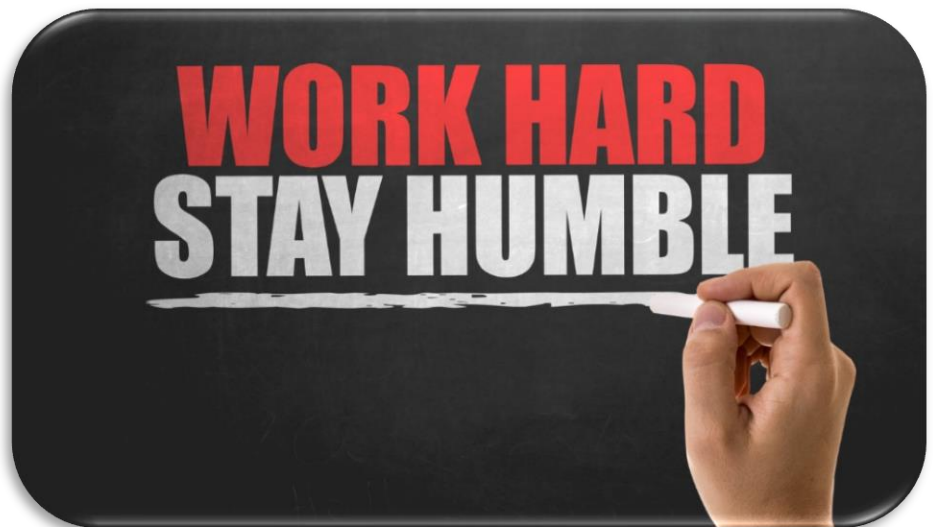
Self-motivated: Sales managers are busy, and salespeople must earn their own commissions, so a successful seller must be able to motivate themselves to work productively throughout the entire day. They must juggle new customers, long-time customers, emails, and phone calls while providing accurate information and exceptional customer service to each individual client. New salespeople must effectively network and build a customer base while keeping up with the company's standards and goals.

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Likable and Persistent: Salespeople must remain positive and friendly even when customers are not receptive right away. Success in sales requires charisma. The ability to maintain a positive, upbeat attitude for several hours at a time is a tool that all salespeople need. Knowing that you are going to hear many "No's" throughout the day should be expected, and you must maintain that always up-beat attitude.

Strategic Listening Skills: Successful salespeople find customers anywhere, and often they can transform any customer interaction into a sale. Your next sale might come from a neighbor, a friend, a stranger at the grocery store, or even a customer that has come into your workplace to complain. Great salespeople love to talk about their job and how their company is the best team around. They always carry business cards, and they specialize at sparking the interests of others in the products or services they sell.



Goes the Extra Mile: Successful salespeople must find a balance between seeing every person as a potential customer and seeing every customer as a unique person. The best salespeople take the time to chat with their customers and invest in their business relationships. There are numerous ways to grow relationships with customers, including:

- Memorizing customer's names
- Remembering a personal fact about customers (favorite sports team, hobbies, etc.)
- Do homework and research on the client AND their industry
- Sending a text periodically to "check in" and offer any assistance
- Asking customers to refer you to friends and family

Social Media Presence: Salespeople must be comfortable interacting with customers on social media. When potential customers are looking for products and services, they will most likely find you on social media first, read your reviews, look for vital information such as location and hours of business, and message you to ask specific questions. Salespeople must maintain an active and positive social media presence by keeping information current, sharing links and articles that might be of interest, and responding to customer messages rapidly. You must constantly be aware that your social media presence is being watched.

A career in sales can be exciting and rewarding if salespeople prepare themselves for the demands and rigors of the job. Many new salespeople may only have a couple of the traits listed, but with dedication and practice they can master their craft. Someone who is highly self-motivated and excels at social networking can master sales techniques over time. Likewise, natural salespeople can learn how to use Facebook effectively and improve their time management skills with experience. A person who is highly motivated, friendly, and energetic, will thrive in a sales career with the right training and a desire to succeed.

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