



# TOP 5 TRAITS OF **SUCCESSFUL SALES PEOPLE**

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## THEY ASK GREAT QUESTIONS

To fully qualify an opportunity, you need to understand the prospect's business issues that your product or service can resolve. In order to do that, sales people must ask great questions to uncover the true need. Too often, sales people start selling the features of their product offering without knowing all the necessary information. Even if a customer wanted to buy, until a sales person fully qualifies an opportunity, they will face objections. The best sales people probe more questions than mediocre reps.

Next time you interview a sales person, ask them what are the 5 key questions they ask potential customers and what information do they need before they consider the opportunity fully qualified. They should be able to quickly tell you the 5 questions and the information they need, which include:

- Do they have budget?
- Does the person they met with have the authority to make the buying decision?
- What time frame will they need to make a decision?
- Are they looking at competing products or services?
- Do they fully understand the client's business and the goals of the person they met with?
- Is there a real need for the product or service?

## LISTENING SKILLS

There is a misconception that great sales people are good talkers, which may be true as well, but the top sales people are the best listeners. The key to making a sale in this day and age is to ask questions and listen to the potential customer to truly understand their business needs. Too many mediocre sales people skip right to proving why their product or service is the right fit without asking any questions.

Think about the last time a sales person called you. How quickly did they start singing the praises of their product after initiating the conversation? In 90% of the cases, they start selling right away and listen very little to you.

## RESOURCEFULNESS

Most sales are not linear. In every sale, there are objections to overcome and challenges in getting to the end result. Very few times does a prospect buy right away without a few bumps in the process. Great sales people have an uncanny ability to overcome obstacles in the sales process by being resourceful. They use everything they have at their disposal to get deals done. From leveraging their network to getting buy in from a different department, top performing sales reps come up with creative solutions to difficult situations. Assessing for resourcefulness in a sales interview can sometimes be challenging so here are a few questions to ask to help uncover how resourceful a sales person is.

- Describe a situation with a client or prospect where you made a mistake. How did you handle the error?
- Describe a couple of instances, big or small, where you took a different tact in achieving an objective than was the company standard?

- Describe a time where a creative approach to meeting an objective didn't work and what you did next?

Even if some of the examples they give didn't lead to a sale, it shows their ability to think outside of the box and get a deal done.

## ATTITUDE

Let's face it, selling is not easy. If it were, everyone would want to do it. Doors are constantly being slammed in our faces, we get hung up on and stood up for meetings. Some weeks it seems nothing can go right. Hiring someone who has the attitude to get through the tough times could be one of the most important traits to look for when hiring a sales person. We have a saying... hire for attitude and train for skill. You would be better off investing in a sales person who has little sales experience with a great attitude than investing in someone with a poor attitude and sales experience.

## RESULTS

Great sales people produce results. One of the biggest indicators of a sales person's abilities is they will talk about their results and accounts they won. Average sales people will talk about tasks that they go through in their day. When interviewing sales people it is important to ask questions that will uncover their results. Here are a few examples:

- How big is the sales team at your current company and where do you rank?
- What is your quota and did you achieve it in the past fiscal year?

What you will notice is, top performers will be able to answer these questions quickly and confidently while average performers will make excuses for why they ranked low on their team or didn't achieve target. Always ask for a reference from a sales manager after asking these questions to be able to verify their answers.

## SALES RECRUITERS HELPING COMPANIES GROW REVENUE

**SalesForce Search** is a sales recruiting company which specializes in the recruitment and placement of sales professionals. We work in nearly every industry sector from financial services to pharmaceuticals and believe our Hiring Process can help you find the right sales person for your organization. Sales is the most critical component of every organization and hiring great salespeople is challenging. We help companies save time and money by finding the right sales person quickly and ensuring your organization hits their sales targets.

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next great sales professional today,



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