

Get up-to-date
Health and Fitness
information



reviewjournal.com

News
[News Update](#)
[Business Wire](#)
[Press Releases](#)
[Economy](#)
[Business Life](#)
[Opinion](#)
[Legal Center](#)
[Classifieds](#)
[Executive Calendar](#)
[Networking Calendar](#)
[Subscribe](#)
[Archives](#)
[Contact Us](#)
[Links](#)
[Media Kit](#)
[Home](#)
Workers can succeed by practicing 10 habits of great salespeople

Back in 2003, the following excerpt was used in our "Markit" column in the chamber's Look North newsletter. It was relevant then, and still is as it pertains to salespeople. But it can also be applied to what makes a great employee for your business.

• **Great salespeople make great first impressions:** They are genuine, pleasant, and easy to talk with. Appearance also plays a part. The best salespeople have a neat and well-groomed look about them.

Great employees also make great first impressions. Employees, who are pleasant to work with and pleasant to your customers, will be instrumental in keeping your customers satisfied. • **Great salespeople are driven to succeed:** They typically have a strong work ethic and high energy levels; they are willing to put in more hours than their coworkers.

Great employees also must be success-driven with a strong work ethic and high energy levels. In today's economy, no company can afford to keep staff on that don't give 100 percent.

• **Great salespeople need to be liked:** They want to please their customers and prospects. They take the extra steps, learn customers' preferences, and work to educate their customers and keep them informed.

ALL people have an inherent need to be liked and your employees are no different. Great employees do what it takes to satisfy current customers while always looking for ways to increase business.

• **Great salespeople don't sell, they listen:** They are patient with prospects, not pushy. They understand the most important key to selling:



Sharon Powers




KB HOME BUILT TO ORDER

I adore the appliances.
The cabinets.
The floors.
Even the lighting.
I picked them all.

Marketplace
Search Classifieds:

Come on...
you deserve it




Pamper
yourself
with a visit
to a Spa

Come on...
you deserve it



Come on...
you deserve it



**[Ask A Lawyer
Online Now](#)**

12 Lawyers, Experts
Are Online! Ask A
Question, Get An
Answer ASAP!

**[Legal Office
Supplies](#)**

Trial notebooks,
exhibit tabs, binders,
litigation bags and
more .

**[Attorney
Advertising](#)**

Lawyer Marketing,
Order 800 Service
for our Vanity Toll-
Free Numbers.

**[Scottrade - Official
Site](#)**

\$7 trades, no share
limit. In-depth
research, no account
maintenance.

**[Refinance with
Ditech®](#)**

No Hidden Fees. No
Points. No Hassle.
\$395 Flat Fee. Apply
Today.

**[AARP Auto
Insurance.](#)**

Save \$385 On Auto
Insurance if You're
Over 49. Free Quotes
Today!

[Buy a link here](#)

The sale today is not as important as the relationship tomorrow.

Great employees understand that relationships are key to good business and will work to establish relationships with current clients. Great employees will work to establish relationships with potential customers.

• **Great salespeople have a service mentality:** They are able to step outside of themselves and see things from the customer 's point of view. They pay no attention to traditional job descriptions, focusing instead on meeting the entire customer's needs.

Great employees must have a service mentality; if not, get them out of your business -- fast. Great employees also don't know the phrase "not my job."

• **Great salespeople leave their problems at home:** Everybody has problems, whether they be financial, family, personal or health. The best salespeople never bring these problems to work and let them affect their attitudes.

Great employees understand that while on the clock the employer is paying them to do the business of the company. Great employees are professional enough to have the ability to draw the line between personal and work-related issues.

• **Great salespeople are competitive:** They like to keep score, and they want to be better than anyone else.

Great employees are not necessarily competitive with other co-workers but should be competitive with themselves. Great employees should never be satisfied with the status quo.

• **Great salespeople pay fanatical attention to detail:** You just don't see great, sloppy salespeople.

Great employees check their facts and work religiously. Great employees never would accept sloppy work from themselves or their co-workers

• **Great salespeople know their product(s) inside and out:** They can answer even the most complicated questions from customers without having to refer them to a catalog or to someone else at the company.

Great employees take the time to understand what there company and its products and services are about. The words "I don't know" never are uttered without the follow-up "I will find out and get back to you."

• **Great salespeople have a need for self-improvement:** They are never satisfied with themselves and always strive to be better. They take sales courses, read books and listen to tapes. They realize that they always have more to learn. Great employees are constantly learning. They understand that they don't know everything and look for opportunities to improve their knowledge. Great employees also keep abreast of what's happening in their industry and in their community. Great employees are well-rounded individuals.

(The Top Ten Things that Make a Great Salesperson was extracted from Coachville, Copyright 2001.)

The question remains. As an employer, do you have great employees? As an employee, are you doing what it takes to be a great employee?

Sharon Powers is president and CEO of the North Las Vegas Chamber of Commerce.