

# **Lee Milteer's Millionaire Smarts® Coaching Program**

## **Characteristics of Top Performers**

### **Lee Milteer Interviews Steve Clark**

#### **I. Winners: Born or Made?**

Dear Millionaire Smarts® Members,

Our expert guest this month is Steve Clark and our topic of discussion is the characteristics of top-performing salespeople. I know that a lot of people are turned off by the idea of sales, but in reality, sales is the engine that drives our free enterprise system. Everything you own was sold to you by someone. The truth of the matter is that we are all in sales. No matter what our profession, no matter what we're trying to persuade someone to do (think of a parent trying to persuade her kid to clean his room), we are selling something. Every day we sell not only our goods and services, but also our values and ideas. As Steve says, "the question is not whether you are in sales but how good you are going to be at it."

You'll remember Steve from our previous interviews and will recognize him as one of your Millionaire Smarts® Faculty Coaches. Steve is the founder of New School Selling, a business development and consulting firm that provides sales training and consulting to small business owners, entrepreneurs, and sales professionals. Since 1996, Steve has consulted, coached, and mentored hundreds of small business owners.

He is the author of *"Profitable Persuasion – Proven Strategies for Sales and Management Success"* and *"Ultimate Book on Sales"*. He is the Co-Author with Dan Kennedy of the book; *"The Ultimate Success Secret"* and was one of the co-authors with me of the book *"Secrets of Peak Performers"*.

The following article from Steve Clark is about the 5 characteristics of a good salesperson. It also gives valuable information about the type of people to recruit for your sales team. This article is for your personal use only. No reprint permission is given. I encourage you to really study this month's program—even if you're already a sales pro, Steve is going to give you some tips that will up your game.

#### **Are Sales Winners Born Or Made?**

By Steve Clark

If you ask the average person to describe salespeople, you'll hear words like pushy, manipulative, slick, self-serving, phony, and a list of other things no mother wants her child to be. For as long as most of us can remember, the sales profession has been the butt of jokes. That's a shame when you consider that a sales career offers high income, personal freedom, and limitless opportunities.

The reason those uncomplimentary images of salespeople persist is simple: Four out of five people currently employed in the sales profession should be doing something else because they are not hardwired for sales success. To compensate for their lack of natural talent, they try to fake it. They become the classic fast-talking salespeople, and perpetuate the image, the stereotypes, and the jokes.

Inept salespeople cause most companies to experience high turnover, complacency, mediocre production, and poor attitudes among their sales teams. These problems can all be traced back to ineffective recruiting practices and processes.

Fifty-five percent of the people now selling have neither the emotional nor the psychological talent to succeed in selling, says Herb Greenberg, CEO of Caliper and author of *How To Hire Your Next Top Performer*. They should leave the profession. Another 25 percent are miscast. They are selling the wrong product or service, or trying to sell a product for which they aren't suited — selling an intangible when they would be better suited to sell a tangible product, etc.

With all that the sales profession offers, it should be easy to attract, recruit, build, and maintain highly productive sales teams of the best and brightest talent.

So whom should we be recruiting? What does it take to succeed in selling?

The single biggest key to success is *desire*. Unless the candidate has an internal burning desire to succeed, nothing else matters. But in addition to craving success, there are five qualities that great salespeople have in common.

While these qualities can be subjectively observable by an astute student of human behavior, they are not easily quantifiable or measurable by interviewers. In order to objectively quantify and measure these characteristics, interviewers should have applicants complete a psychometric behavioral assessment prior to the interview.

Sales Managers and interviewers who follow this process will eliminate many false hires and save themselves and their company precious time and money.

## **Empathy**

According to Herb Greenberg, "Empathy is the ability to sense the reactions of other people. It is the ability to pick up the subtle clues and cues provided by others in order to accurately assess what they are thinking and feeling. Empathy does not necessarily involve agreeing with the feelings of others, but it does involve knowing what their feelings are."

The salesperson that is able to sift through and find the true meaning of what is being communicated is able to more accurately uncover problems and present customized solutions.

## **Ego Drive**

Don't confuse ego drive with desire or motivation to succeed. Ego drive is an emotional need to gain self-acceptance. Persuading others to our point of view fulfills that need. Top salespeople get

their “fix” or “high” when they successfully persuade a prospect. When someone buys their product or service, it becomes a validation of self.

Salespeople with high Ego Drive are motivated and driven to achieve tangible results from their sales efforts. They will work long and hard to close sales and produce positive results.

### **Service Need**

Salespeople who rate high in service need have a psychological need to serve and please others. Because of their need to be liked they develop relationships easily and are able to create trust quickly. This need makes them a natural fit for sales positions that require them to service and maintain ongoing relationships with buyers that they sell.

### **Self-Image**

This individual possesses the ability to accept rejection and failure as part of life without internalizing or without emotional damage. Someone with a low self-image is paralyzed by failure and avoids any experiences that may produce failure. Salespeople with a strong self-image, however, are emotionally resilient. Rather than being crushed by failure, they are motivated by it. They can't wait for the next opportunity.

Sales is a profession of constant rejection. The ability to experience rejection and not internalize it and take it personally is perhaps the most critical factor in sales success. Sales people who have a low self-image are unable to tolerate rejection and will avoid making sales calls on prospects that may reject them.

### **Utilitarian Attitude**

A person with a high utilitarian attitude is likely to have a great need to surpass others in wealth. He or she understands that wealth brings security for the salesperson, but also for present and future family.

A salesperson with this talent has a need to obtain a significant return on their investment of time and energy. Consequently, they will very jealously guard their time and energy and they will avoid sales situations that have low payoff or marginal profit.

Sales organizations that are ready to eliminate the high turnover, mediocre selling, complacency, and bad attitudes need to move away from both the traditional approach and the warm body approach to recruitment. These efforts have produced mediocre sales teams and incompetent salespeople. They reinforce the stereotypes of badly trained, high-pressure, unprofessional, fast-talking con artists.

Instead, companies need to learn how to effectively identify, attract, recruit, and retain winners. Perhaps then, the public will stop making salespeople the butt of jokes.

Go to [www.newschooselling.com](http://www.newschooselling.com) to find out more about Steve Clark and Sign up for your Free Gift—Steve is offering a Free copy of his new book: ***Profitable Persuasion—Proven Strategies for Sales and Management Success.***

## Homework from Lee:

I encourage you to share this month's program with your sales team. Steve's suggestions are invaluable for staff and salespeople.

- As the leader of your business, what of these characteristics could use some attention?
- What of these characteristics should be cultivated in your staff?

Your Mindset and Performance Coach,  
Lee Milteer

**P.S.** How to Access the Millionaire Smarts® Membership Site: Go to [www.milteer.com](http://www.milteer.com) and put in your code for the month at the top of the web page on left where it says COACHING SIGN IN. It will take you to the private and password protected Millionaire Smarts® Coaching membership site.

Remember, on the membership site you can download the interview for your portable devices, a transcript of the program, and all four reports. You'll also find Free Bonus reports from me, Dan Kennedy, Phone Sales Doctor Chris Mullins, Newsletter Guru Jim Palmer, Health and Fitness Coach Joe Carabase, and Leadership Coach Kevin Eikenberry. Share these valuable reports with your staff to improve your mindset and profits.

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