



# 14 Things **GREAT** Salespeople Do

**...THAT AVERAGE SALESPEOPLE ONLY THINK ABOUT**

**BY MARK HUNTER "THE SALES HUNTER"**

# INTRO

## A Note to Sales Managers...

What separates great from average, and what do your salespeople need to do if you want them to step up their sales game?

Having worked with thousands of salespeople over my 15 years of sales consulting - and before that, nearly 20 years of sales with three Fortune 100 companies - I have found 14 traits that are almost universal among GREAT salespeople.

What is awesome to me about this list is anyone can learn them.

In this eBook, I expand on each trait, equipping you to then use the information to help your team excel.

To further drive the points home, I encourage you to bring me in as a keynote speaker at your sales meetings. My energetic style, backed by my real-world experience, is highly effective in spurring lasting change in an organization.

Your sales team members can decide to remain average - BUT, the skills to be great are within their reach. They just need you to show them.

I have written each of the 14 steps as if I am speaking directly to your sales team members. I think you will find these will resonate and inspire your team in ways you possibly haven't considered.

## A Note to Salespeople...

If you are reading this right now, that tells me one thing. You are investing in yourself. Either you have taken the initiative to explore these skills further or your manager has asked that you consider what a difference the skills could make.

No matter how you got here, trust me - you are investing in yourself!

And that will help you not only improve your profits, but also equip you to enjoy your sales job more!



# 14 Things GREAT Salespeople Do

...THAT AVERAGE SALESPEOPLE ONLY THINK ABOUT

## 1. Great salespeople set goals.

But unlike average salespeople who also set goals, great salespeople are continually measuring their performance and looking for ways to achieve their goals.

## 2. Great salespeople don't settle for average.

They are continually looking to not just make a number, but also to blow past the number. At the end of a year, they don't shut down because a number is in the bank. They keep going.

## 3. Great salespeople know their job is to help those around them succeed.

Average salespeople are all about making sure they win. To the great salesperson, winning is what it's all about, but only if others win with them.

## 4. Great salespeople understand what service is all about.

They know what matters is not how they measure service, but how their customers measure it.

## 5. Great salespeople like to hear the word "no" from a customer.

This tells them they need to change, and they listen and learn from what the customer shares. In fact, great salespeople love to hear rejection early in a sales call, because they know the most valuable asset they have is their own time.

## 6. Great salespeople value time and never end a day without knowing what they're going to accomplish the next day.

It's the same way they approach each week, month, quarter and year.

## 7. Great salespeople are optimists not just while they're on the job, but also in everything they do.

They're the people others gravitate toward in all types of situations, and as a result, they understand the importance of leadership.

## 8. Great salespeople know they have to be continually evolving their sales process.

They understand what worked for them last year may not work this year, and as a result, they are continually looking to refine their process.

## 9. Great salespeople own the process.

They don't pass blame and they don't allow excuses to come up as to why they weren't able to accomplish something. The last thing a great salesperson will do is throw somebody under the bus to make themselves look good. To them, sales is truly a team activity.

## 10. Great salespeople don't stop at the end of the day.

To them the end of the day is that point in time where average salespeople call it a day. Great salespeople understand how success is being available 24/7. To them 24/7 is not a hassle because they truly love what they do and they love even more the ability to help their customers.

## 11. Great salespeople live by a code of ethics and standards, not just when things are going well, but more importantly, when things aren't going well.

To them the measure of a person is how they handle things when mistakes are made, problems arise and chaos abounds. To them this is the time where they get to separate themselves from everyone else.

## 12. Great salespeople are proud of what they do.

They love sales not in an arrogant manner, but in a respectful manner. It's this same manner they approach every person with whom they come in contact. The pride and love they have is seen in the level of confidence they have, regardless of the type of situation.

## 13. Great salespeople don't rely upon a canned presentation.

For that matter, they don't like presentations, because they know to truly understand the needs of the customer, they have to listen. That means having a discussion with the customer.

## 14. Finally, great salespeople know success is not what they did yesterday, but success is what they will do today.

They live in the now and, at the same time, are always mindful about tomorrow.

# Great salespeople set goals.



How many goals have you set for yourself in the last 5 years? How many of them have you measured?

If you're like most salespeople, you have volume goals you measure and you may have some other goals you measure, but let's be honest - the vast majority never get measured. Why?

They don't get measured because we really don't want to have proof we're failing. Great salespeople don't look at goals in that manner.

They look at all goals as being things to be measured. Key for them is the measuring of the goals is going to help them learn from the goal. Yes, great salespeople want to win and they want to achieve every goal they set, but they also know achieving them is only part of the process.

To be great, see each goal as not just something to achieve, but also as something from which to learn. Top performing salespeople use goals as benchmarks to guide their performance.

Look at the goals you are working to achieve now.

What can you learn from them? What might you be able to adjust or modify to help you not only achieve the goal better, but also apply it to other activities as well?

Make it part of your continuous learning process to use your goals as a means to improve what you do. Objective is to be able to take each goal and learn something new from it you can then apply to something else.

An example is a goal to open up at least 5 new accounts each year. As you go through the process of opening up 5 new accounts, what are some of the things you can learn that may help you increase the business you get from existing accounts?

The more you can gain from each thing you do, the more you will have to apply to everything else. In the end, your overall results from all of your goals will be better.



# Great salespeople don't settle for average.



They are continually looking to not just make a number but blow past the number. At the end of a year, they don't shut down because a number is in the bank. They keep going!

It's the last quarter of the year and you know you are going to make your number. With that knowledge, you then begin shifting your focus to the next year and lining things up to get the year off to a fast start.

Yes, great salespeople do just that, but they also don't play games with their year-end numbers to help get the next year off to a fast start. If the business is there, they get it and they get it now. No delays. No games.

Nothing will frustrate a sales manager or senior management more than a salesperson who sees themselves as the only person they need to satisfy. For each person who may be hitting their number, there could easily be somebody who is missing their number. If those who have the capability to go past their number decide not to, then the entire team is at risk of not making their number.

Great salespeople get this. They

know it's not about them.

They know they're part of a team and, more importantly, they know the role they play in serving their customers. This means not just taking orders, but going out and getting the orders regardless of how it may impact their individual numbers in the short-term or long-term.

Beyond merely managing to a year-end number, great salespeople see their goals as merely a snapshot in time.

They don't view goals as the end number. To them a goal is checkpoint for them to drive past. They take pride in the speed with which they can achieve the goal. To them the goal is not making the goal, but in the time it takes to make the goal.

What goals can you drive past?

What can you do now to start positioning yourself to achieve a number you never thought possible?



# Great salespeople know their job is to help those around them succeed.



An average salesperson only cares about their own success. However, to a great salesperson, winning only matters if others win as well.

Great salespeople are great because of how they help others.

They view customers with respect and take every opportunity they can to help them succeed. Same goes for how great salespeople help others they work with, whether it is their sales team colleagues or other people in their company.

NFL quarterback Peyton Manning understands this. He knows he is successful. He knows he is one of the best to play the game, but he also knows the role everyone else plays on his team. Peyton Manning is one of the first people to help out another player, and he does it in both good times and bad.

Great salespeople follow a similar approach. They are there to help guide, train and equip others. They know there are times when they may have to look past their own list of things that need to get done for the sake of helping someone else.

Great salespeople understand this, because they know how quickly things can change, and at any point, they may be the one looking for assistance.

There is something very interesting about reaching out to help others win.

First, it changes your own mental state. By taking the time to help others, you suddenly become more fixated on your own performance and finding even more ways to help others.

Second, it alters your thinking. When you help one person, you are far more likely to help another person, and as the shampoo bottle says, "Repeat." Suddenly, the great salesperson is not only helping their own organization, but also the customer's organization. Helping more customers helps build better business.

Great salespeople see themselves as part of a team. They don't view themselves as an island of greatness.

Are you on an island? If so, who will you help today with the sole purpose of making the move to get off your island?

# Great salespeople understand what service is all about.



They know what matters is not how they measure service but how their customers measure it.

A salesperson called me one time complaining about how he had just been chewed out by a customer who was complaining their shipment had not arrived on time. The salesperson said the order was delivered on time and he couldn't understand why the customer was upset.

One simple question answered the issue at hand. I asked the salesperson what the customer's definition of an "on-time order" was. Needless to say, the salesperson didn't know. He thought his company's definition of an on-time order was the same as what the customer had as a definition.

Clearly this was not the case, but the salesperson was clueless as to how the customer defined it.

Great salespeople know what a customer values. The reason is simple. They ask questions to find out.

Great salespeople use the selling process to uncover what

the customer expects and what they value. As a result, they know what it is going to take to deliver quality service to the customer.

Not only do they know what the customer expects, but they also know what resources they may have to access to ensure the customer receives the level of service they expect.

If the great salesperson is not able to deliver on what the customer is expecting, they don't hide from the customer. Rather, they reach out to them proactively to deal with the matter. It's called accountability and, unfortunately, in today's business world, accountability is something far too many salespeople have forgotten.

What do your customers expect?

Look at not just what it is you sell, but also at how the customer behaves in other instances as well. The more you understand the customer and how they look at things, the better you'll be in not just meeting their needs, but in exceeding their needs.

# Great salespeople like to hear the word "no" from a customer.



This tells them they need to change, and they listen and learn from it. In fact, great salespeople love to hear rejection early on in a sales call, because they know the most valuable asset they have is their own time.

The number one part left off a sales presentation is the close.

Reason is simple: Too many salespeople are afraid of hearing "no," so they think they can get around it by not closing the sale. That way the customer doesn't ever have the opportunity to say "no."

Great salespeople want to hear the word no. In fact, many times they will move rapidly in a sales presentation to the point where the customer may tell them "no." They do this for two reasons.

First, it helps them determine where the customer is coming from and what they value. By hearing "no" from the customer, the salesperson can then begin to alter their conversation and, in turn, what they may ultimately propose to the customer.

Second, it allows the great salesperson to determine if the

customer/prospect is worth the salesperson's time.

Average and poor salespeople spend far too much time with people who have no intention of buying. Great salespeople know the most important asset they have is their time. They know the best way to sell something is by spending more time with those who have the potential to buy. If a customer doesn't have the ability to buy, the salesperson wants to know as soon as possible.

What questions can you ask early in a sales presentation to help you verify if the person is capable and inclined to buy?

I'm not saying I want you to forgo the opportunity to turn a reluctant buyer into a customer, but what I want you to do is to make sure you're using your most valuable resource, your time in as effective manner as possible.





# Great salespeople value time and never end a day without knowing what they're going to accomplish the next day.



It's the same way they approach each week, month, quarter and year.

If you were to track your time for a day, a week or a month, how much of it would you say you're spending actively engaged with customers?

It's shocking how little time salespeople actually spend engaged with customers. Most salespeople, until they really start tracking their time, don't realize how much time gets wasted simply doing nothing. Don't kid yourself. We're all not as actively engaged with customers as we think we are.

Great salespeople know how to use their time and it starts with having a plan for each day. They don't end a day without knowing their goals and plans for the next day.

More than anything else, this one single action separates an average salesperson from a great salesperson. It's the reason the top performer is able to spend more time in front of customers and close more sales. They come into each day prepared and ready.

I like to say these are the people who make things

happen rather than waiting for things to happen.

When I know how I'm going to spend the day before it begins, I'm far less likely to start the day looking at things that in the end are simply not important. Too many times we can find ourselves engaged in activities that make busy, but in the end they do little to generate more sales.

What is your plan for tomorrow?

Before you finish today, plan your day tomorrow and set your goals. What is your plan to achieve them? Do this each day and you will be amazed at how much you are able to accomplish, not just for a day but also for a week. Remember, the objective is not to be busy, but to generate more sales.



# Great salespeople are optimists, not just while on the job, but in everything they do.



They're the people others gravitate toward in all types of situations, and as a result, they understand the importance of leadership.

Customers have choices. Rarely is there only one salesperson with whom a customer has to contend.

All things being equal, would a customer want to deal with a pessimist or an optimist? Let's change it even further. All things not being equal, would a customer rather deal with a pessimist or an optimist? There's just no doubt that the optimist will always be the person the customer wants to encounter.

Being an optimist is and of itself not going to necessarily result in a huge sales increase, but what it will do is change a person's outlook. Optimists by nature are ones who are far more adept at finding solutions.

They're far more adept at not letting obstacles stand in their way.

Optimists are not only better in front of customers, they're also better in planning to meet with customers. For that matter, they're better in every aspect of selling and business.

Think of a leader you respect. I'm sure the person you thought of is an optimist. Negative people are simply not leaders for any length of time.

Sales is all about leadership. It's being able to lead the customer and others in your organization. If you're going to be a great salesperson, then you have to be seen as an optimist.

Even great salespeople encounter rejection far more often than they do success. It doesn't take a lot of intelligence to know an optimistic person is going to do better, but if that is the case, then why are so many salespeople negative? They get this way because of whom they associate with and the information/beliefs they allow their minds to listen to and absorb.

Great salespeople don't have time for negativity, and this includes not having time for negative people. To them these people only do one thing and that is suck the energy out of a room. The great salesperson knows the value of associating with optimistic people based on the energy and outcomes they create.

Who do you associate with? Who should you be associating with?

# Great salespeople know they have to be continually evolving their sales process.



They understand what worked for them last year may not work this year, and as a result, they are continually looking to refine their process.

Just because the presentation you built a year ago worked well doesn't mean it is going to work well the next time you use it. Average salespeople are quick to use what worked before. They do this because they want to believe it will work again, because in the end they don't want to take the time to change it.

Great salespeople know the only way to stay on top is by continually working to stay on top, and that means assessing what they do on a regular basis. These are the people who don't accept the norm.

They're not completely happy even in midst of success, and they're challenging themselves to find ways to do it better.

Average people are quick to say there is nothing new to be learned. Top performers, however, see each day, each activity, and each item they read as an opportunity to learn something new.

This is one reason why customers gravitate toward great salespeople, because they know the great salesperson will bring them information and ideas that other's won't.

Irony of the whole thing is great salespeople don't see how much they evolve. They don't notice how much they've learned.

I think the reason for this is simple. It's just part of their DNA, and they do it each and everyday, not unlike other routines such as showering, etc. It's just something they do.

How much of your sales process is unchanged from 5 years ago?

How much is unchanged from one year ago or even 6 months ago?

What are you doing to position yourself to be continuously improving?

At the end of each day, ask yourself this question: "What did I learn today and how will I use it tomorrow?"

# Great salespeople own the process.



They don't pass blame and they don't allow excuses to come up as to why they weren't able to accomplish something.

The last thing a great salesperson will do is throw somebody under the bus to make themselves look good.

To them, sales is truly a team activity.

Observe a true leader. Watch what they do in difficult situations. They don't pass blame. They know the role they play and they understand fully the meaning of accountability and being in control.

Great salespeople are also great leaders, because their behavior stays consistent whether circumstances are good or bad. Customers don't want to hear excuses; they want solutions.

To a customer, having a salesperson tell them it's somebody else's problem doesn't solve it. The customer wants to know what you, the salesperson, are going to do about it.

Watch customer service teams for any length of time and what you'll notice is very interesting. The customer service reps typically will go the extra mile for the salesperson who they know is supporting them.

Great salespeople know they can't do it all, yet at the same time, they

recognize that if they just pass the buck to someone else, it's a short-term solution.

Great salespeople know the value of relationships and how being accountable will help them ultimately achieve their goal of building sales.

Great customers will quickly cut ties with salespeople who they don't see behaving properly.

When a salesperson passes blame and fails to take control, it's a weak attempt at making themselves appear good at the expense of someone else. Problem is the great customer sees through it -- and they see through it quickly.

There's a reason why great salespeople have great customers. It's because they attract each other. (It shouldn't surprise us that the opposite is true as well: Lousy salespeople tend to have lousy customers).

If you want to be a great salesperson, you must own the process.

If, on the other hand, you just go through life blaming others, you will attract those types of people. And no one in the mix will find success.

# Great salespeople don't stop at the end of the day.



To them, the end of the day is that point in time where average salespeople call it a day. Great salespeople understand how success is being available 24/7. To them 24/7 is not a hassle, because they truly love what they do and they love even more the ability to help their customers.

The idea of working only 8 hours a day and thinking you're going to be a top performer is laughable. Get over it. If you only want to work 8 hours a day, then you might as well get used to being average, and I will even say average at best.

Chances are if you're in a competitive organization/industry, you won't even make it out of the bottom fourth of salespeople.

Top performing salespeople understand the importance of returning the phone call now, instead of waiting for tomorrow. They know the value of following up today -- taking care of customer requests sooner than later.

Great salespeople don't keep track of the hours they work. That's something low performing people do. The great salesperson is having too

much fun helping people and making an impact on those with whom they come in contact.

To them the sales profession is not something they do to pay the bills. Rather they do what they do because they feel it is a calling.

Does this mean a great salesperson doesn't have a life? On the contrary! They will say they have an amazing life. It's an amazing life because of what they do.

Many times the best ideas come not when we're hurriedly racing around doing our job, but rather when we've stepped back from the job and are spending time reflecting on what we do.

This is where the great salesperson leaps ahead of the average person.

They schedule time regularly on the weekend to reflect on the business to build on ideas and to explore. To them it's not work, but rather a challenge they can't pass up to be continually looking for new avenues to help them succeed.

# Great salespeople live by a code of ethics.



Yes, they live by a code of ethics and standards not just when things are going well, but more importantly when things aren't going well. To them the measure of a person is how they handle things when mistakes are made, problems arise and chaos abounds.

To them this is the time where they get to separate themselves from everyone else.

The role leadership plays permeates through many of the attributes of a great salesperson, and ethics is certainly a defining measurement with many leaders.

Simply put, it's the lack of ethics and standards that have caused the downfall of many leaders.

Same thing applies to great salespeople. If they're going to be seen as a sales leader, then they must subscribe to a level of ethics that forms the foundation of everything they do. Problem is ethics is something far too many people say they subscribe to, only to have them disown their own set of ethics when times get tough.

Anyone can say they have ethics. To me that is totally irrelevant. For that matter, it's

irrelevant what your ethics and standards are. I say this because the only time they make a difference is when you're challenged.

To say this is not the most difficult for great salespeople to adhere would be a lie. I've observed numerous high performing salespeople fall short in one quick moment because they failed to follow what they had said were their own ethics.

Ethics and a level of standards are not something a salesperson can adhere to in isolation. The salespeople who I have seen adhere to their ethics in good and bad times are those who have allowed themselves to be accountable to others in their organization or their sphere of influence.

What are your ethics?

How do you handle difficult situations?

Who will you share this with?

The objective is to have someone else hold you accountable, just as you will help hold them accountable.

# Great salespeople are proud of what they do.



They love sales not in an arrogant manner, but in a respectful manner, and it's with this same manner that they approach every person they come in contact with.

The pride and love they have is seen in the level of confidence they have, regardless of the type of situation they're involved with.

Confidence is at the core of every successful person.

Confident people look at things with a level of anticipated success. Confident people are far more likely to have others seek them out for guidance and direction. Confident people are not driven to success by making others look bad, but are driven to success by helping everyone around them feel successful.

Confidence attracts confidence. People who are lacking confidence tend to avoid associating with confident people out of a fear they will be made to look bad. For the sales manager, confidence is an extremely important trait. Confident people are going to seek out confident people, because that's who they're attracted to.

A same thing goes for customers. Confident customers

tend to be more successful and, therefore, they're the better customers.

Confidence creates opportunity and in turn opportunity creates profit. Great salespeople exude confidence, not to the point of being arrogant, but in being able to handle any situation at any time.

A confident salesperson is much more likely to ask customers difficult questions that uncover new needs or opportunities.

They are willing to do this, because they know they can handle whatever it is the customer has to say. This allows the salesperson to be in a much better position to help the customer and thus separates them even more from the average salesperson who is afraid to ask the tough questions.

How much confidence do you have?

Where have you seen it on display and would others say the same?

What do you need to do to improve your level of confidence to allow you to achieve more success with your customers?

# Great salespeople don't rely upon a canned presentation.



For that matter they don't like presentations, because they know to truly understand the needs of the customer, they have to listen. And that means having a discussion with the customer.

The best sales presentation ever made is the sales presentation never given.

The reason I say this is simple: A salesperson should be so confident and competent that they don't need a presentation to guide them. Rather, they're guided by the questions they ask.

Great salespeople know their success lies not in what they show, but in the questions they ask.

They spend far more time preparing for a customer visit developing questions than they do assembling a presentation or building a PowerPoint deck.

Average salespeople are presentation dependent. They become enamored by the presentation itself and thus allow the PowerPoint deck to drive the sales call.

Not surprisingly, the result is the customer is simply not as engaged as much as they would be if there truly was a discussion going on.

It's impossible for a presentation to be so perfect that it can capture every need a customer might bring up, let alone be able to gauge the magnitude of the outcome the customer desires.

Conversations are seen as less threatening to customers and, therefore, the customer is much more likely to be engaged.

Customers are naturally going to be less forthcoming with information if they feel they're being sold to - yet, that is exactly what they're experiencing when facing a sales presentation.

This is just another one of the many reasons why great salespeople are great. They're able to engage customers in ways other salespeople simply are not aware of.

Could you make a sales call without any sales material?

How many questions do you ask on a typical sales call?

How much time do you spend developing the questions you want to ask?

Your goal is to make a sales call without any sales materials and have it be 100% focused on the questions you ask.



# Great salespeople know success is not what they did yesterday, but success is what they will do today.



They live in the now and, at the same time, are always remaining mindful about tomorrow.

Great salespeople live in the now. They don't live off of what they did yesterday. You won't hear great salespeople running around telling stories about the big sale they made last quarter or last year.

They leave the storytelling to those people who feel somehow they can still cash in on something from the past.

True sales leaders don't run around telling others what they've done. They let their actions and their results speak for themselves. There are only two people they know they have to please -- their customer and themselves.

Great salespeople are too busy making the next sale happen. They're all about the next challenge. Sure, they still want to know what they did in the past and they won't forget what they did in the past, but only to help spur them on to sell even more today and tomorrow.

Knowing the success they had in the past is what also provides

them with the confidence and determination to succeed even more.

Success to the top performer is never a constant. They feel success is merely a moment of time, and if they want to be successful, then they have to be successful in this moment of time.

Watch average people salespeople after they've achieved their goal. They're the first to celebrate, but worse yet, they celebrate TOO long! They celebrate and live off their success. Then they soon find themselves running short on time to make the next monthly number.

Great salespeople celebrate their success, but are quick to move past the celebration and get on with the task of achieving success again today and everyday



# Mark Hunter “The Sales Hunter”



Mark Hunter, “The Sales Hunter,” is a high-profit expert skilled at showing companies how to drive revenue and build profitable customer relationships.

Author of “High-Profit Selling: Win the Sale Without Compromising on Price,” Mark spent more than 18 years in the sales and marketing divisions of three Fortune 100 companies. He has held sales management roles in teams ranging in size from 20 to 900 members. This level of experience is at the core of every program he delivers to thousands of people each year in the areas of pricing, negotiation, leadership and communication.

He travels more than 200 days a year and is best known for his ability to motivate and move an organization to embrace pricing strategies that protect profit.

## You can catch up with Mark here...

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