



How to Become a Sales Professional

Relationship selling means different things to different people. However, on this we should all be able to agree: successful career development depends upon how well we strengthen continuing business relationships with our customers.

Some sales people have built numerous valuable business relationships over five years. Others have been in the business for one year five times -they do deals, but don't establish strong professional relationships with their referral sources.

A very insightful measure into your success as a sales rep is how many "clients" you have developed. We define a client as someone who gives you, on a regular basis, 50 percent or more "if not all " of his or her business. In essence, you are the partner of that business source.

Superstar sales people tell us that 80 percent of their business regularly comes from a few accounts. Others may envy their steady stream of referrals, but aren't willing to discipline themselves to build strong business relationships.

Measure your activities against the standards and adjust your work efforts to build a more satisfying and profitable career.

THE RULES OF SELLING

1. Self renewal required
2. Personal and professional vision
3. Total quality management
4. Invest in yourself
5. See fewer people
6. Transfer of trust
7. Value-added partnerships
8. Recognize support staff
9. Be your own sales leader
10. Career growth

1. SELF-RENEWAL describes the constant search for ways to improve your productivity. Productivity means becoming better, smarter and faster - a true professional. What are you doing to sharpen your axe?

2. To become a superstar, or to reach the success level of your dreams, you must define your **PERSONAL AND PROFESSIONAL VISION** of your future.

3. QUALITY MANAGEMENT for any company starts with the sales force. Our company can only work with the business which we, as sales reps, provide it. Therefore it is incumbent upon us to seek quality business from quality sources.

4. As a sales rep we are the CEO of our own business. The more our income comes from commissions, the more this is true. As the CEO of our company, we must perform leadership activities.

5. Most sellers call on too many prospects. I believe you should target a limited number of top-quality account prospects and then focus all call activity on this target list.

The goal of every sales rep should be to build a limited clientele of high-producing business sources.

6. Selling is the **TRANSFER OF TRUST**. If we analyze why prospects do business with a sales person, the bottom line is trust. A trusting relationship has first been built between them.

7. A **VALUE-ADDED PARTNERSHIP** is a business relationship in which each partner receives more than expected. To achieve this relationship each partner must think like the other and strive to find ways to assist his partner in being more successful.

8. No discussion of value-added partnerships would be complete without consideration of our partnership with our **INSIDE SUPPORT STAFF**. Frequently they are the unsung, unrecognized heroes of the day-to-day sales process.

9. Success is achieved one step at a time. Success is evaluating past performance. Success is accepting personal responsibility. Success is remembering that - "if it's meant to be, it's up to me." We should **BE OUR OWN SALES LEADER**, as well as CEO of our business. And then act on our own advice.

10. Maximize **CAREER GROWTH** starts with what we believe. Belief is the guiding factor, principle, passion, and faith that provides direction in life.