



What Top Salespeople Do that Average Salespeople Don't Do

#1: They like their prospects and customers.

How many of you have heard the phrase touted by many sales training firms, “buyers are liars.” Just warms your heart, doesn't it? If your sales force possesses that belief, their demeanor on the sales call is going to be guarded with an adversarial bent: do it to them before they do it to me. A great salesperson likes their prospect and understands that buyers aren't lying. Half the time they just flat out don't know what they need, if they need it or how they need it. Top salespeople are well versed at facilitating smart conversations to determine if there is a good mutual fit for both companies to do business. If there is not a win for both companies, why bother?

#2: They ask the tough questions.

Good prospects are busy and don't need to be bored to death by another power point that doesn't align with any of their needs because the salesperson jumped right to a presentation. Average salespeople ask three or four basic questions; consultative salespeople ask tough questions such as, “What happens if we are having this same conversation in a year?” What is your biggest competitor doing about this same issue? What's the cost of doing nothing?” The job of a consultative salesperson is to make their prospects think and look at their business in a different light. In my early years of sales training, a fellow sales trainer told me, “If you see a train wreck coming, it's your responsibility as a consultant to ask questions that help the business owner see the wreck before it happens.”

#3: They tell the truth.

Yes, the golden rule applies in professional selling. Great salespeople call the ‘sales elephant’ in the room. They go into a sales call seeking the truth versus seeking a close, which creates a whole different dynamic during the sale meeting. Seeking the truth means gently challenging prospects and customers to prove to you that a problem, a concern, is big enough to change or fix. “Kim, I am hearing some challenges, however, not sure they are your biggest priority at this time to fix. Should we talk about that? Another sales elephant is the prospect who is not engaging in conversation. Great salespeople stop the call and speak the truth, “George, I get the feeling you are not interested in what we are discussing right now. What direction should we take because I'm missing the mark?” Salespeople that seek the truth aren't afraid of the answers. They know that honest conversations are smart conversations. And smart conversations close business.

Like your prospects, ask the tough questions and tell the truth. This is what top salespeople do everyday.

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