

50+1 Habits that will make you a trustworthy SALESPERSON

Competence

1. Know your product or service well
2. Know your competitors' products
3. Calculate the customer's Return on Investment
4. Get good (and many) reviews
5. Admit how bad your product is
6. Don't rely on a presentation
7. Watch your own social media footprint

Shared Values

8. Empathy
9. Identify the common enemy
10. Tell the truth
11. Be on time
12. Be predictable
13. Do your homework
14. What do we have in common?
15. Know what you don't have in common
16. Bottom line first or last?
17. Sell a solution. Not a product
18. Price may not be the issue

Fairness / Symmetry

19. Provide fair pricing
20. Value their money
21. Work hard for the sale
22. Be a humble expert
23. Give more than you take

Time

24. Spend the right amount of time
25. The first 8 seconds
26. Set and stick to meeting outline
27. Set and stick to meeting expectations
28. Follow up

Intimacy

29. More face-to-face

30. Body language of email
31. Own your side of communications
32. Be vulnerable
33. Don't abuse the customer's vulnerability
34. Respect the customer's boundaries
35. The customer is not always right
36. Say what you mean, mean what you say
37. Don't be politically correct, but don't be a jackass, either
38. Watch your tone and body language
39. Watch your customer's tone and body language

Positivity

40. Be a cheerleader
41. Love your product
42. Say "I don't know"
43. Say "I was wrong"
44. Listen with intent
45. Take a break, give opportunity for questions
46. Don't assume, ask!
47. Reduce your own sensitivity—don't get defensive
48. Don't badmouth competitors
49. Bad is 3 times stronger than good
50. Humor and sarcasm, appropriate?

+1 Know when to give up

