

You CAN Be a Great Salesperson!

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By Terri Seymour

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When you are in sales, you have the choice to be successful or unsuccessful. The only one to set limits on your income and success is you! A career in sales is a challenge. Use that challenge to motivate and excite you. Meet and beat that challenge!

There are five basic components to sales: prospecting making contacts qualification handling objections effectively closing

Do not fall into the "natural-born salesman" myth. A lot of people feel if they do not take to these components naturally they won't be able to at all. Forget this myth! You can learn to be a great salesperson – the choice is yours!

Sales is a learning experience. You need to be always learning and reviewing. A very effective method of learning is repetition. Write it, read it, speak it, hear it, and learn it !!

Characteristics of a successful salesperson:

Appearance – make the most of your unique individuality and walk into a room with pride and a commanding presence. Take pride in your selling career and in yourself.

Confidence – You need to "glow" with a sense of self-confidence. Even if you are not the best in sales YET, you can be. Let this feeling of confidence show through to everyone you talk to.

Overcoming fear – Know your fear so you can face it and overcome it! Once you do this, the confidence will shine through.

Enthusiasm – In sales, sometimes you will get the sale and sometimes not. That is to be expected. The trick is to stay enthusiastic even when you do not get the sale. Do not let it bring you down. Keep that

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enthusiasm going for the next prospect!

Desire – You have to have the desire to succeed. If you have the desire, you can overcome any obstacle and become a success!

Do not take rejection seriously – In sales, there will be rejections. Do not let these rejections cause you to doubt yourself. Let them make you stronger and more enthusiastic for the next sale.

Caring and warmth – You need to actually care about your prospect and feel right about closing the sale. DO not try to bully people into buying. Lead them smoothly into a closing that will benefit them.

Continuing education – You need to always be learning. Invest some time and money into your mind and learn how to be the best salesperson you can be!

Great salespeople are not born great. They have the desire to become great. They take the time and invest in themselves and learn how to become great!

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Terri Seymour and her husband Terry offer a no-cost, non-MLM home business opportunity. They strive to help you build a successful home business. They also provide a website building service. Take advantage of the gifts, resources & more provided for your home and business at

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Are You Achieving Your Potential?

By Martin Avis

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Sometimes I think that we have our priorities back to front. Achievement is seen as the pinnacle to aim for.

I have come to think that this is wrong.

My 12-year old daughter, Lauren, came home from school yesterday, proudly waving her grade book. She had been awarded A-1 in most subjects – a great achievement!

Then she sadly pointed out that her perfect score was marred by a B-1 in French and a C-1 in physical education.

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I asked her what the scores meant. She said that the letter denotes achievement and the number, effort.

That was when it struck me that the grades were misleading. Surely the most important score is effort? Yet it is shown last.

I gave her a big hug and told her that in my book, she had a perfect score. It didn't matter that her achievement grade in French was a 'B' – the '1' showed that she had tried her hardest. That is something to make any parent proud.

Everybody is different. Everybody has a different potential. Like Lauren, we are not all destined to be fluent linguists or future track stars.

But without 100% effort no potential can be achieved – and that is a real waste.

Our programming to think in terms of A–1 extends way beyond the classroom. That is where the seed is sown, but the real effect is felt in business.

If I see a salesperson under-delivering, the first thing I want to examine is the effort being put in. If there is a problem with effort, the salesperson probably has no future. It is impossible to turn round

someone who just wants an easy way out.

But, if I see 100% effort, but a lack of success, the salesperson is worth my effort in helping along. Maybe a bit of training will help, or a few pointers from a more successful colleague. I know that 100% effort, focused in the right direction, will always bring results – and that salesperson will fulfill their own potential. Whether that is an 'A' or a 'C'.

And who can ask more than that?

Martin Avis is a management and training consultant. To get your unfair advantage in Internet marketing, business and personal success, (and 6 free gifts), subscribe free to his weekly newsletter, BizE-zine. <mailto:subscribe5@BizE-zine.com> or visit his information-packed website at <http://www.BizE-zine.com>

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