

100

100 things the very best salespeople do...

1. Act as a resource.
2. Act now and apologize later.
3. Adapt to change.
4. Adapt to customer.
5. Admit errors.
6. Admit when customer is right.
7. Always carry a sample.
8. Always write it down.
9. Analyze and solve problems.
10. Anticipate objections.
11. Apologize for mistakes.
12. Appreciate support staffs.
13. *Ask the right questions.*
14. *Ask for more.*
15. *Ask for the order, often.*
16. Be enthusiastic.
17. Be proactive, not reactive.
18. Be prepared.
19. Believe in what they sell.
20. Change direction when needed.
21. Chew arm off if needed.
22. Dispose of bad customers.
23. Do the opposite of competition.
24. *Do what they say they're going to do.*
25. Earn and use references/testimonials.
26. Eliminate time wasters.
27. Embrace change.
28. Entertain how customer wants.
29. Feed off of rejection.
30. Find the break in the levy and fill it like flood water.
31. *Focus on revenue generating activity.*
32. Focus on results.
33. Focus on the reward, not risk.
34. Follow up on commitments.
35. Form connections with customers.
36. Get on customer side of table.
37. Get business now, approval later.
38. Get to upper management.
39. Go the extra mile.
40. *Hate to lose.*
41. Have a system for commitments.
42. Have pride.
43. Improve their own skills.
44. *Increase face to face time.*
45. Involve customer's family.
46. Judge self on results.
47. *Know/present UNIQUE strengths.*
48. Know competition better than self.
49. Know product inside and out.
50. Know customer's hot buttons.
51. Let customer know they like them.
52. Listen more than they talk.
53. Look at a loss as inspiration.
54. Make it easy for their customers.
55. Make it fun.
56. Make Buyer look good.
57. *Make personal connections.*
58. Negotiate from "position of power."
59. Never look back.
60. Over communicate.
61. Paint a picture.
62. Practice.
63. Present Total Value.
64. Prioritize.
65. Provide solutions.
66. Recognize conflict as opportunity.
67. Respond quickly.
68. Say "Thank You!"
69. Seek common ground.
70. 70. Seek growth with current customers.
71. *Sell customer profitability.*
72. Sell to the decision maker.
73. Sell UNIQUE benefits.
74. Sell with a passion.
75. Send hand written notes.
76. Set goals.
77. Show up 10 minutes early.
78. Smile.
79. Sniff around for opportunities.
80. *Start with customer, not selves.*
81. Step out of comfort zones.
82. Stop talking when they get order.
83. Structure PowerPoint like sales call.
84. Take chances.
85. Take complete responsibility.
86. Take control.
87. Tell the truth.
88. *Think strategically.*
89. *Think optimistically.*
90. Thrive on competition.
91. Treat every opportunity as the last.
92. Understand importance of emotion.
93. Use references effectively.
94. *Use ears more than mouth.*
95. View objections as opportunities.
96. Walk in faster than they walk out.
97. When in doubt, just do it.
98. *Work harder than competition.*
99. Work smarter than competition.
100. Worry about the big stuff!
101. *Deliver more than promised.*

...and 10 things they don't do!

1. Ask customers for favors.
2. Avoid conflict – "sweep problems under the rug."
3. Care about what is fair.
4. Complain.
5. Exaggerate.
6. *Give up.*
7. *Lie.*
8. Speak badly about competition.
9. Talk too much.
10. Think they have all of the customer's business.
11. Waste customer's time.