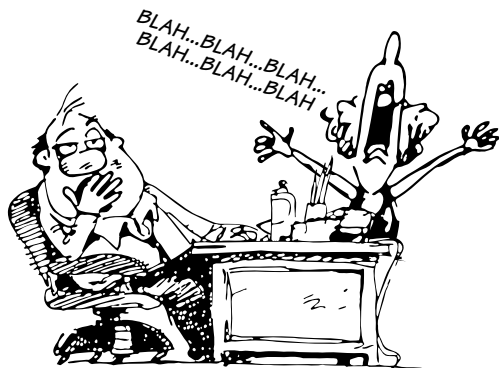


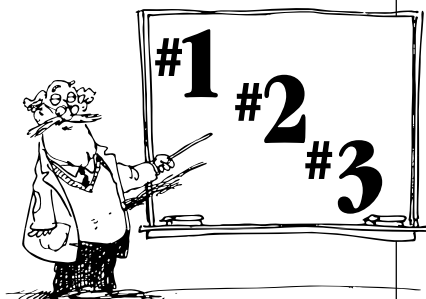


## Nine Habits of Highly Effective Salespeople

### Top salespeople...



1. Spend 60% to 70% of a sales call letting the customer talk.
2. Are better than others at recognizing and responding to objections—even silent ones.



3. Are more effective than others at identifying and prioritizing customer needs.

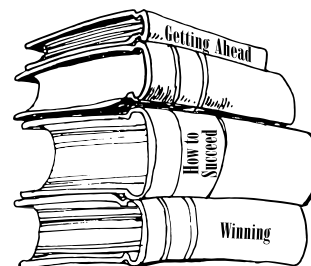
4. Typically offer product or service recommendations after 40% or more of the time has elapsed into the call.



5. Give recommendations more in terms of customer benefits than in terms of product features.



6. Are more enthusiastic than others about attending sales and training seminars.



7. Listen to motivational tapes in their cars and read inspirational books at home.
8. Talk more frequently about what they've achieved than about what they want to achieve.
9. Smile more than others.



Taken from *Inc. Magazine* June 1997, p. 96. Source: "Benchmarking the Sales Function," a report based on a study of 100 salespeople from small, medium and large businesses, conducted by Ron Volper Group, White Plains, NY, 1996. The information contained herein is prepared for your use by Essex Corporation.