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# **CHARACTERISTICS OF THE "NEW" SALES SUPERSTAR**

# Characteristics of the "NEW" Sales Superstar

Important character traits and what they mean to you....

## High Character

Love, Self Respect, Empathy, etc...these higher level human qualities will keep your authenticity up, you will be free and clear to communicate from your heart and actually HELP people.

## Resilience

You will hear "no," get used to it. Learn to love it. Work your ass off to get closer to no. When you hear no, ask yourself why not? Change or commitment often come with fear and uncertainty. If you're hearing "no" from your lead or prospect, have you uncovered everything you need to actually help them work through that fear. Be resilient for your lead.

## Responsibility

Taking ownership when you fail to serve a lead is one of the most important pieces to becoming successful at sales. If you drop the ball, call the lead back and let them know why you failed them and that you are prepared to try again.

## Coachability

As a salesperson you MUST be willing to learn when you've made a mistake. Take the information and apply what you have learned to your conversations.

## Goal Oriented

Trying to sell at a high level without a goal is not a good idea. You cannot get where you're going if you don't know where it is. You'll end up somewhere, but it likely won't be where you planned.

## **Motivated**

If your income and your future is dependent on selling, you'll need motivation. We talk about finding your "WHY" in an upcoming module. Your why will be the thing that keeps you going when things seem tough.

## **Fight over Flight**

This one I think may seem a little aggressive, so let me explain. If you give up easily you will not set the right example to your lead. They will not receive the level of leadership they need from you, and will either choose to remain in their current state or seek leadership from someone else. Fight for them, when they are unwilling to fight for themselves.