

#### #4 Successful Selling

HATTIE: What makes up a successful salesperson?

RON WILLINGHAM: We've had well over a million graduates from our training courses -- I've tried to ask myself -- 'What are the common ingredients of successful salespeople?' Typically, we think in the old stereotypes--you know, glib, extroverted, back-slapping, cigar-chomping kind of a person. It's my experience that we can certainly throw those stereotypes ~~out~~ and do away with them.

Effective salespeople today, first of all, understand their product or service, and almost all of the great ones that I've known have a passion about it. They have a passion that causes them to believe that their product or service creates more value for people than they pay them for. And this passion is what releases energy, it releases achievement drive, it makes them feel good, and they get up looking in the mirror each morning as missionaries. They're going out to save the world and to create value for the world. So that's one ~~of the~~ thing I've noticed in successful salespeople, ~~is~~ passion.

Another thing is the balance of ~~person~~<sup>person</sup>, and that is the ability to do the hard work that has to be done, whether it's making calls, getting appointments, seeing people, taking care of problems, whatever has to be done that's difficult to do. A lot of salespeople are great at communicating with people, and they know their products well, but they're not willing to do the hard things that ~~lead to~~<sup>lead to</sup> success in selling, like seeing people or organizing yourself, or doing the paperwork, the details that have to be done.

I think there's another thing that's involved in ~~successful selling~~<sup>Successful selling</sup>, and that is that when I focus on creating value for people rather than just selling products or services to them, that ~~it~~ releases energy in me. Now that sounds a little esoteric, maybe, but I've noticed that in the lives of hundreds of thousands of salespeople. And I believe it's a hard bottom line, profit, a hard-core thing--it's a hard-core reality, and ~~indeed~~<sup>indeed</sup> the more ~~that~~ I am genuinely interested in creating value for people, the more I like me, the more respect I have for me and the more people like me and have respect for me. Well, and there are many more things that cause great salespeople to be great salespeople, but these are only a couple of them.