

How to Be Just Average Vs An Outstanding Sales Person

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What does it take to be just an AVERAGE salesperson? You must master the 5 basic skills. Every salesperson must be competent in the following areas:

1. INFORMATION COLLECTION

Ability to collect a wide range of facts and bring them to bear on the sale.

2. COMMUNICATION

Ability to make short, clear, effective presentations.

3. PERSONAL SENSITIVITY

Awareness of other people's feelings and how they are communicated.

4. RELATIONSHIP-BUILDING

Versatility in building relationships with different kinds of people.

5. TECHNICAL KNOWLEDGE

Ability to understand and discuss technical matters about industry, hotel management, products and services.



An average salesperson should be aware of these detrimental factors:

- **ENERGETIC VS AGGRESSIVE BEHAVIOR**
 - Outstanding salespeople are not aggressive; they are energetic.
 - Average salespeople sometimes become aggressive with customers, when they are in danger of losing the sale:
 - "What's it going to take for you to book with us today?"
 - Outstanding salespeople focus on what the customer wants:
 - "Customers buy from me; I don't sell."
- **LACK OF SELF-CONFIDENCE:** Average salespeople take rejection personally.
- **HIGH AFFILIATION NEEDS:** Average salespeople have more concern for the relationship than for the sale.

What does it take to be an OUTSTANDING salesperson? Super sales-achievers are skilled in these additional areas:

Achievement Skills

1. FOCUSED ON ACHIEVEMENT Ability to keep your attention focused on the sale.
2. PERSONAL TIME PLANNING Making the most productive use of all your time.
3. INITIATIVE Ability to create business by seizing opportunities and finding new ways.

Influence Skills

4. STRATEGIC INFLUENCE Ability to build a network in order to influence key people.
5. TARGETED PERSUASION Ability to condense key points for maximum impact sales presentation.
6. CONCERN FOR PERSONAL IMPACT Ability to enhance your image as a respected leader and authority.
7. ORGANIZATIONAL AWARENESS Ability to understand your role in the hotel and corporate political structure and use the system to impact the selling process.

Thinking Skills

8. QUICK THINKING Ability to think on your feet and interpret signals from the customer to diagnose the buying situation.

For more information, [contact us](#) and tell us about your situation.