

Ten Habits of Highly Effective Salespeople

Top Salespeople...

1. *Spend 60% to 70% of a sales contact 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 in the contact.*
5. *Present recommendations more in terms of customer benefits than in terms of product features.*
6. *Are more enthusiastic than others about attending sales 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 haven't done.*
9. *Smile more than others do.*
10. *Remember to say "Thank You."*

