

5-Step Plan to Help Good Salespeople Become Great

By Michael Pedone

Sales Question: *"I have over 7 years of sales experience (not all with the same company) but have yet to reach that "Top Sales Rep" status based on my numbers. What do I need to do?"*

Everyone wants to be considered one of the best, but only a few are willing to do what it takes to get there. If you're one of the few with a deep desire to be in that top 10% category, here's a five step plan that can help separate you from the rest of the pack.

1. Love What You Sell/Believe in What You Do

This does not mean "trick" or "fool" yourself into loving what you sell/do. It means take a real hard look at yourself and be honest... is what you are doing/selling right now where you are supposed to be? If the answer is "No" then the odds of you reaching the top are slim. And even if you do, so what? You still won't be happy.

A house divided against itself cannot stand. Loving what you do and peak performance/results go hand-in-hand. Sometimes the first step to becoming a top salesperson is having the wisdom to admit you're in the wrong place, and the courage to make a change.

2. Accountability

Hold yourself accountable for your success. Take responsibility when things don't work out, and praise others when they succeed.

Just because the economy is bad doesn't mean you can't make more money than you ever have before. Who says you can't have your best year ever? Too many potentially great salespeople sabotage their chances by placing limits on themselves and blaming outside forces. Currently, the "economy" is the reason for poor results. When the economy is back on its feet, it will be that the "leads are bad" or "our competitors have a better product/service/pricing," etc.

Realize that you alone are responsible for your own success, and there is enough business to go around for you and your competition.

3. Find a Mentor

Now that you're in the right spot (or confirmed you were in the right place to begin with) and have committed to holding yourself accountable and responsible for your own success (or failure), the next step is to find a mentor who is willing to take you under his/her wing.

Mentors, in my opinion are different from coaches/consultants, etc., and the best mentors I ever had didn't cost me a dime. They were usually top salespeople at the company I was working for at the time, or a VP of Sales or even the CEO. I would seek out those who had already achieved what I was after and ask for their advice. Don't be afraid to ask for help. Successful people like to share their knowledge with those who want to be successful. What they don't want to do is waste their time with those who only say they want to be successful.

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4. Do What Others Won't

Get to work early, listen to motivational tapes on the way to work, role-play in the morning, read sales books, jump at the chance to go to sales seminars and/or attend sales webinars that your company is willing to pay for - and be willing to pay for them out of your own pocket if they won't.

There's a reason why the Top Salesperson category is a small group. The majority aren't willing to do what the few are willing to do. If you are going to run the race, run through the tape rather than give up.

5. Become a Mentor

Share what you've learned. Not only does it keep the cycle going for the next generation, it also helps you stay sharp.

About the Author

Michael Pedone, founder and CEO of SalesBuzz.com, is well known to many in the world of online business. He recognized a crucial weakness in most sales companies' seminars: the initial glow of enthusiasm whipped up by charismatic speakers soon wears off leaving attendees selling just as little as before. He wanted to offer sales professionals a more effective, affordable sales training mode. The online sales training programs he designs for SalesBuzz.com harness the power of technology to help companies keep their training costs under control. Students benefit from learning new sales strategies they can start using immediately, and they learn conveniently, at home or at the office, without having to travel to a workshop in a far-away locale. Michael can be reached at SalesBuzz.com Online Training Solutions, tel. 1-888-264-0562.

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