

More “Typical” Characteristics of Top Performing Sales People



Improve Performance.
Drive Revenue.

About The Naro Group

The Naro Group specializes in helping technology companies capitalize on their investment in sales process and sales training. Contact Jim Naro, President, by email at: jnaro@TheNaroGroup.com.

For More Sales Insights

Visit the Knowledge Center at www.TheNaroGroup.com for more sales and marketing transformation.

Qualifiers:

- The sales representative is in a corporate sales role.
- Compensation package includes at least 20% of total compensation based on commission or bonuses.
- Sales cycle is less than 1 year.
- Sale does not require sales representative to be either incredibly administrative or incredibly technical (like an engineer)
- The sale requires them to problem solve on their own vs. being asked to exactly follow a formula.

Performance Style™ Characteristics of Top Performing Sales People

- They like to solve problems on their own and “on the fly”.
 - This is great when they are selling.
 - This can be tough when you ask them to be a “member” of a team where they need to be more collaborative.
- They like to be the leaders of whatever it is they are working on.
 - This is a wonderful trait when they need to lead a sales initiative.
 - This can be tough when you are their manager and they keep trying to lead you.
- They like to be around other people – they get energy from being around, meeting with, talking with other people
 - This is a great advantage when you ask them to make calls or meet with people.
 - This can be tough when they are working in a home office. They love being around people and will get lonely after awhile.
- They like working on a lot of different projects at the same time.
- They like change – they’ll adapt to change easily.
- They are spontaneous.

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- They will have a strong sense of urgency.
 - This is great because they will instinctively need to get things done quickly – now (unless they are selling something that takes years to sell like aircraft).
 - This will be tough when you need them to be a part of a project that is more slow moving or when their client wants to take a long time to purchase, as they'll tend to get anxious and irritated.
- They tend to bend the rules
 - This helps during selling because it helps to be “creative” when you are trying to creatively craft a solution a customer will buy.
 - This can be tough when you want them to follow the administrative processes that are in place.
- They tend to dislike completing sales forecast data
 - This is because they prefer “active” work (like selling) and not more “passive” work like paperwork
 - This is also because they tend to do a great job of holding things in their head – it can sometimes seem like a waste of time to fill things out.

Ambitions™ of Top Performing Sales People

- They want to be paid (and paid well) for their high performance
 - If they reach their goal, they want to be paid immediately
 - If they are not paid well – they will “chase the money” even if it means chasing it to another job
 - Their loyalty is to achieving results and being paid well for achieving them.
- They want to have the chance to compete.
 - They enjoy the game of competition.
 - They are rewarded for being competitive.
- They are naturally politically savvy.
 - They are superb at recognizing the power players inside of an organization and playing the game of politics
 - They want to have visibility with senior leaders within their own company when they have done a great job.
- They are systematic problem solvers.
 - They are curious and ask questions – making them an ideal “consultative sales” person
 - They love to learn and also love to teach others
 - Because they are active learners, they are highly useful to the prospects and clients

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Things Sales People Try Desperately To Avoid

- Being given a list of directions to follow
- Being told “how” to do something (they love the challenge of figuring something out)
- They don’t like to have a micromanager – as they like to be the master of their own territory and this makes them feel like they are being managed – it takes their energy away
- They hate it when their sales manager swoops in to “close this deal”. This is the most fun for them and totally takes the wind out of their sales.
- They get bored if they are asked to focus on one project for too long
- They get sad if their manager does not regularly check in with them to see how they personally are doing – they want a personal connection (remember they are “people people” so they want that “people” connection).

All of these characteristics are easy to find through the use of Talent Analytics assessments. The assessment results often provide details not easily uncovered through more traditional hiring methods.



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