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**HABITS OF HIGHLY EFFECTIVE**

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**SALES PEOPLE**

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## Habits of Highly Effective Sales People

Habits don't just form, it takes 28 days to form a habit and 4 days to break it (well in my experience anyway...) We first make our habits, then our habits make us. Choose your habits wisely!

- Closing starts from the beginning of the sale
- Has the prospect buy-in at each step
- Knows if the sales is going to be beneficial to both parties
- Addresses prospects concerns early on
- Bring in all decision makers before starting to negotiate.
- Have the prospects purchase process defined
- Not frightened to ask for the business
- Knows when to ask for the business
- Knows what the bottom line is
- Doesn't need to give discounts
- They Practice, Practice, Practice
- They make constant eye contact
- They speak clearly and slowly
- They don't panic
- Use plain language "no jargon"
- They use clear and precise pricing
- Always asks for referrals
- E.g if it's a car "What is your favourite colour?"
- Knows the purchasing process before negotiations start
- Takes their time and adds value to the purchase
- Having the right attitude
- Knows the prospects decision criteria
- Are closing at every step of the sales process
- Direct questions get direct answers
- Better to lose a deal by being honest
- Always creates urgency
- Keep promises
- Knows how to create the "need" and "timing"
- Negotiates with all the decision makers at the table
- Sticks to the Sales Process
- Shows respect
- They're confident not arrogant
- Integrity
- Sets goals and breaks them down



- Have good relationships with fellow team members
- Are organised
- Follow up
- Create time for themselves
- Understand and use technology
- Know what they are working towards
- Committed to their profession
- They keep moving forward
- Focus to one person at a time
- Plan their day
- Always looking for opportunities not obstacles
- Learn from their mistakes
- See the upside in everything
- Focus only on things that matter
- Always asking “How can I give the best experience to my customer”
- Master self-discipline
- They don't always sell, they share