

HOW TO

HIRE & DEVELOP

YOUR NEXT

TOP PERFORMER

THE QUALITIES THAT MAKE SALESPeOPLE GREAT

Revised and Updated Second Edition

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Selling is undergoing seismic changes. The ease of acquiring information on the Internet, coupled with the power of social networking and the evolution of a more borderless global economy has totally changed how we buy and sell. Still, the qualities needed to succeed in sales remain fundamental.

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A New Introduction

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PART 1

THE SALES ENIGMA

Why is it that some people succeed in sales, whereas others, who work just as hard, seem to get nowhere? What do the best have that others do not? What does it really take to succeed in sales?



CHAPTER 1

The Opportunity and the Challenge

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For fast trackers who are looking to make more money than their peers, are seeking for increased responsibility, and are too impatient to slowly inch their way up some elusive corporate ladder, there is only one option—sales.

CHAPTER 2

So Why the Revolving Door?

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If the sales profession is indeed so attractive, offering high income, personal freedom, and limitless opportunities for recognition and advancement, why is there any problem recruiting and retaining highly productive, professional-level salespeople?

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WHAT IT TAKES TO SUCCEED IN SALES

Successful salespeople possess five central personality qualities.

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PART 5

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From a business perspective, the boundaries of countries have disappeared. What does this mean for those who are trying to succeed in selling? Our studies show that the profile of a successful salesperson is essentially the same in America as it is in Japan, Sweden, England, Brazil, Canada, Hong Kong, or virtually anywhere else in the world. It all comes down to having the right motivation.

- CHAPTER 30 The Global Salesperson: What Does It Take to Compete In the New Reality? 283**
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 If you find a job that's consistent with who you are, you'll never have to work another day in your life. This is at the heart of our message.

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 As our gift to you, we are offering you the opportunity to take our online, in-depth personality profile, which can provide you with an introductory assessment of your defining qualities. Consider this to be our contribution to your journey.

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