



JULY 2011 EDITION – 7 PERSONALITY TRAITS OF TOP SALESPeOPLE

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Excerpts from HBR Blog, Steve W. Martin teaches sales strategy at the USC Marshall School of Business

- 1. Modesty.** Contrary to conventional stereotypes that successful salespeople are pushy & egotistical, 91% of top salespeople had medium-high scores of modesty & humility. Furthermore, the results suggest that ostentatious salespeople who are full of bravado alienate far more customers than they win over.
- 2. Conscientiousness.** 85% of top salespeople had high levels of conscientiousness, whereby they could be described as having a strong sense of duty & being responsible & reliable. These salespeople take their jobs very seriously & feel deeply responsible for the results.
- 3. Achievement Orientation.** 84% of top performers tested scored very high in achievement orientation. They are fixated on achieving goals & continuously measure their performance in comparison to their goals.
- 4. Curiosity.** Curiosity can be described as a person's hunger for knowledge & information, 82% of top salespeople scored extremely high curiosity levels. Top salespeople are naturally more curious than their lesser performing counterparts.
- 5. Lack of Gregariousness.** One of the most surprising differences between top salespeople & those ranking in the bottom 1/3 of performance is their level of gregariousness (preference for being with people & friendliness). Overall, top performers averaged 30% lower gregariousness than below average performers.
- 6. Lack of Discouragement.** Less than 10% of top salespeople were classified as having high levels of discouragement & being frequently overwhelmed with sadness. Conversely, 90% were categorized as experiencing infrequent or only occasional sadness.
- 7. Lack of Self-Consciousness.** Self-consciousness is the measurement of how easily someone is embarrassed. The byproduct of a high level of self-consciousness is bashfulness and inhibition. Less than 5% of top performers had high levels of self-consciousness.



For more visit – blogs.hbr.org and search for “The seven personality traits”

5 REASONS WHY WE LOATHE AND LOVE CAR DEALERSHIPS

What we love – 1) Friendly & professional service, 2) fast responsiveness, 3) forthright & accurate answers, 4) cleanliness of dealership & car interiors, 5) good prices.

What we loathe – 1) No response, 2) bait-and-switch tactics, 3) communications disconnect, 4) unsatisfactory customer service, 5) time wasting



Article excerpts from June 1, 2011 – Jonathan Chevreau.

CLAIMANT QUOTES OF THE MONTH

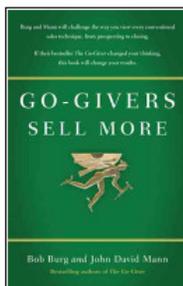


“It’s a great feeling to know that my vehicle payments are covered for four months during this difficult time!” – Involuntary Job Loss (Payment Relief)



“The people that I was dealing with were excellent and yes I would deal with you (O’ Regan’s) again. The people were professional, courteous and very helpful to me” – Critical Illness (Debt Restructure)

BOOK OF THE MONTH



The Go-Giver took the business world by storm with its message that giving is the simplest, most fulfilling, and most effective path to success. It has inspired more than 125,000 readers; but some have wondered how the story's lessons stand up to the tough challenges of everyday, real-world business.

Bob Burg and John David Mann answer that question in *Go-Givers Sell More*, a practical guide that turns giving into the cornerstone of a powerful and effective approach to selling.

It’s not about the car.

It’s about the people that buy them.™