



INNER THEMES OF SELLING

Courage

Courage is the ability to do something that frightens or intimidates you. It takes a great deal of courage to sell. Courageous salespeople will ask for the sale, pick up the phone or ask for referrals.

Command

Command is the intrinsic ability to apply influence and direct the actions of others. It is the presence that motivates consumers to take action on their desires. Salespeople with high levels of command have the authority required to compel prospects and clients to pay attention to them and to follow their advice.



*Interview questions related to **Courage** and **Command** provide evidence that the candidate CAN DO the job. They indicate the candidate has the core capability to approach and influence people.*