



INNER THEMES OF SELLING

Focus

Focus is clarity of purpose and a keen understanding of what it takes to succeed. Successful sales people in our industry focus on making the best use of their time, meeting their objectives and servicing the needs of their clients.

Persistence

Persistence is steady commitment to a course of action. Successful sales people have a natural endurance that allows them to hold fast and come back fighting for more.

Sophistication

Sophisticated people make use of their education, worldly experience and intuition to make effective and efficient choices. Sophisticated sales people evaluate, sort and rank their options. They embody the belief that all clients are not created equal when it comes to use of their time.

Responsibility

Responsibility is the belief that one is personally accountable and answerable. A responsible salesperson is trustworthy, reliable and dependable. Successful salespeople have ethics and integrity and can be relied upon to act at all times in the proper manner.

Interpersonal

Interpersonal people have tremendous social abilities and define themselves by the relationships they possess. An interpersonal salesperson believes the relationship begins with the first sale. They know how to develop rapport with prospects and clients by remembering the small details and personalizing solutions.



*Interview questions related to **Focus, Persistence, Sophistication, Responsibility and Interpersonal**, provide evidence of HOW a candidate does things – their methods, level of thoroughness.*