



## THE SEVEN CHARACTERISTICS OF AN UNSTOPPABLE SALESPERSON

### What the best do better than the rest!

- 1. BELIEF IN YOURSELF.** There are a lot of experts out there who are ready to dispense advice about how and why you can't do something. Unstoppable salespeople disregard this advice and rely on their inner voice and their own belief systems. They truly believe that there is nothing they can't do.
- 2. SELL WITH A PURPOSE.** Many people found their way into sales by accident. Accidental salespeople are rarely unstoppable. Purpose and passion for sales and for your product or service generate an inexhaustible supply of energy, far more abundant than from any other source. Purpose and passion propel you through obstacles that stop most accidental salespeople in their tracks.
- 3. ACTION ORIENTATION.** Action reflects belief. High performers stay in the game and take steps, even small steps, in the direction of their goal. They move consistently toward what they want and avoid actions, or in-actions, that take them away from their goals.
- 4. SELF AWARENESS.** Unstoppable salespeople realize that their own moods and emotions can affect their relationships and their sales success. They monitor their feelings and energy levels to insure they remain effective throughout the day and sales cycle.
- 5. EYES ALWAYS ON TARGET.** The unstoppable salespeople have many ways to keep themselves on track. Post-It notes on mirrors, cars, desks; screen savers on computers; charts and graphs with constant feedback; messages on their PDA's; pictures representing their targets. They surround themselves with their dreams and make it their focus everyday.
- 6. GETTING BACK UP.** No one wins all the time. Even unstoppable people sometimes fall and fail. But unstoppable salespeople seem incapable of letting rejection get them down. Somehow they hear the word 'no' differently than others. 'No' to them doesn't mean 'no, not ever.' 'No' to them means 'no, not right now.' They have a ritual for getting up after they've fallen.
- 7. SINGLE MINDED DRIVE AND FOCUS.** Unstoppable salespeople have trained themselves to focus on one important objective at a time. Trying to set too many goals or too many objectives will ensure failure with all of them. It's about 'one thing' – be it better customer retention, higher shares or improved customer service. The unstoppable salesperson identifies it and relentlessly pursues it.

# SELF ASSESSMENT — THE UNSTOPPABLE SALESPERSON

## Overview

Wouldn't it be great if every business employed nothing but unstoppable salespeople? Excellent sales results are the product of high-performance sellers, and there are certain things that the best do better than the rest that explains their outstanding performance. We've captured the seven most important characteristics of unstoppable salespeople and we present them here for your review.

This activity/instrument can be used as a stand alone piece or as a part of a larger sales training effort. It provides an easy and effective way to assess yourself or your staff on the qualities that are most often observed in the very best sales people, regardless of industry.

**Activity: Suggested Time- 45-65 minutes**

## Materials Needed

- Copy of the "Self-Assessment Questionnaire" for each participant.
- Copy of the "Scoring the Self-Assessment Questionnaire" for each participant.
- Pen or pencil for each participant.
- Flip chart and markers.

## Procedure

1. Welcome participants and give an overview of the session. To generate interest and enthusiasm, you can ask, "Who thinks they are unstoppable as a sales person?"
2. Distribute the "Self-Assessment Questionnaire" and have each participant complete one.
3. Instruct participants on how to score the assessment using the seven categories on "Scoring the Self-Assessment Questionnaire."  
NOTE: some of the characteristics ratings have a negative value are subtracted rather than added for the Item Total. If time permits, discuss the results in small groups.
4. Give lesson and lead discussion on "The Seven Characteristics of an Unstoppable Sales Person."
5. Ask each person to note at least two ways they could improve their selling skills using this guidance.
6. If possible, conduct a follow-up session, or brief one-to-one meetings with sales staff two to three weeks later to determine application and improvements.

## Note to trainer

To help you train these unstoppable salespeople, we suggest you keep a file of resources, including newspaper and magazine clippings, books or websites that highlight the successes and challenges of both high profile and everyday extraordinary sales people.

We often use examples of unstoppable individuals (many of whom overcame immense obstacles and challenges) such as Bill Porter, Mary Kay Ash, Oprah Winfrey, Estee Lauder, Whoopi Goldberg, Richard Bach, Lance Armstrong, Max Cleland, Ray Charles and J. K. Rowling of Harry Potter fame.

**SELF-ASSESSMENT QUESTIONNAIRE  
UNSTOPPABLE SALESPERSON**

**Never ----- Sometimes ----- Always**  
**0 ----- 1 ----- 2 ----- 3 ----- 4 ----- 5**

**Rate each of the following characteristics on a scale from 0 to 5, Never to Always:**

1. \_\_\_\_\_ I believe my skills and talents make me well-suited for sales.
2. \_\_\_\_\_ My goals drive the majority of my actions.
3. \_\_\_\_\_ I maintain a high level of activity during my sales day.
4. \_\_\_\_\_ I do only enough to meet my quotas and get by.
5. \_\_\_\_\_ I generally start each day expecting success.
6. \_\_\_\_\_ I'm easily distracted by thoughts and activities that are irrelevant to my daily business.
7. \_\_\_\_\_ I'm familiar with my internal body clock and use my peak times to my advantage.
8. \_\_\_\_\_ I'm always prospecting – even when I'm not officially working.
9. \_\_\_\_\_ I have a technique that helps me “rebound” when I have a setback or disappointment.
10. \_\_\_\_\_ I understand how my moods can affect my relationship with my prospects and customers.
11. \_\_\_\_\_ I perceive myself as a highly-effective salesperson.
12. \_\_\_\_\_ I have written goals and targets and refer to them throughout the day.
13. \_\_\_\_\_ It's hard for me to get 'back in the ring' after someone blows me off.
14. \_\_\_\_\_ I strive to be one of the best in my profession.
15. \_\_\_\_\_ I put in the extra time that may be required to ensure than my customers receive great service.
16. \_\_\_\_\_ I realize that much of my success is the result of focusing on one key objective at a time.
17. \_\_\_\_\_ Sometimes I wonder if I am really cut out for a career in sales.
18. \_\_\_\_\_ I know when it's time for me to re-charge.
19. \_\_\_\_\_ I have overcome many obstacles and challenges to become the salesperson I am.
20. \_\_\_\_\_ I invest the amount of time and energy required to get the job done.
21. \_\_\_\_\_ I'd rather be doing something other than selling each day.
22. \_\_\_\_\_ I am continuously looking for ways to improve.
23. \_\_\_\_\_ I use an effective system every day to manage my leads and prospects.
24. \_\_\_\_\_ I do things to make sure my clients are happy to see me when I walk in their door.
25. \_\_\_\_\_ I do something everyday to move me closer to my goals.
26. \_\_\_\_\_ I procrastinate on starting my sales day.
27. \_\_\_\_\_ I am not concerned about how my behavior affects others.
28. \_\_\_\_\_ Whether a prospect buys from me or not, I make it a point to ask for referrals.

**SCORING THE SELF-ASSESSMENT QUESTIONNAIRE**  
**THE SEVEN CHARACTERISTICS OF AN UNSTOPPABLE SALESPERSON**

**Instructions:** Record each of your characteristic ratings next to its question number.  
 NOTE that some of the characteristics have a negative value and their ratings are to be subtracted rather than added across for the Item Total column at the Right. Add/subtract down this column for your Grand Total. To understand your Grand Total, see the bottom of the page.

<u>Items That Represent:</u>	<u># Question &amp; Your Score:</u>				<u>Item Total</u>
1. Belief in Yourself	#1: + ___	#5: + ___	#11: - ___	#17: + ___	= _____
2. Sell with a Purpose	#14: + ___	#15: + ___	#21: - ___	#24: + ___	= _____
3. Action Orientation	#3: + ___	#20: + ___	#23: + ___	#26: - ___	= _____
4. Self-Awareness	#7: + ___	#10: + ___	#18: + ___	#27: - ___	= _____
5. Eyes Always on the Target	#2: + ___	#6: - ___	#12: + ___	#25: + ___	= _____
6. Getting Back Up	#9: + ___	#13: - ___	#19: + ___	#28: + ___	= _____
7. Single-Minded Drive & Focus	#4: - ___	#8: + ___	#16: + ___	#22: + ___	= _____
Your Grand Total					

**YOUR SELF-ASSESSMENT SCORE**

**Your Total Score**

**What Does It Mean?**

- 100 — 105 .....WOW! You're absolutely unstoppable!
- 90 — 99 .....Great! You're nearly always unstoppable!
- 75 — 89 .....Good! You're usually unstoppable!
- 60 — 74 .....Sometimes you're unstoppable.
- 50 — 59 .....You're easily stoppable.
- 49 & Below            You're already stopped.  
 Perhaps another career direction would be more suited to you.  
 You might want to consider consulting a Sales/Success/Life Coach.