

17 Traits of a Professional Salesman

1. He is pleased with his vocation.
2. He enjoys the freedom, but welcomes the discipline required to be a real professional.
3. His personal and professional life is above reproach – His integrity is his badge of honor.
4. He is committed to the best interest of his company.
5. He is committed to the best interest of his customers.
6. He has an entrepreneurial spirit and is considered by himself and others to be a good businessman.
7. He knows his products and strengths of his company well and can articulate them.
8. He has confidence in himself, his company, his products and his service – and this confidence is clearly seen in his words and actions.
9. His customers view him as an asset – an extension of their own organization.
10. He is focused on learning and improving because he knows the status quo is a myth.
11. He does not blame his company or others for his failures.
12. He is very competitive – thus he seeks out all business opportunities and goes after them.
13. He is honest in evaluating his own efforts and performances.
14. He knows that competitors are constantly seeking a weakness in his support of and service to his customers.
15. He has a desire to accumulate wealth, but it does not cloud his thinking.
16. He has no desire to accept mediocrity in his performance and he is only happy with top 5% performance.
17. He understands no one makes more than a living in a 40-hour week.