

Traits of Great Sales People

Mountain West Studios Sales Training December, 2015

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"Not just golf"

- ▣ We don't think in terms of sales but rather in terms of building a business.
- ▣ We build our businesses one customer at a time and then always leverage the last customer into more customers.

- ▣ We listen more than we speak, getting an understanding of the customer's needs and then finding a solution.
- ▣ We deliver more than we promise, and we always promise a lot!

- ▣ We invest our time in those things that positively affect our income and avoid spending time on those things that have no return.
- ▣ We are always seeking new, better and faster ways to increase our sales efforts.

- ▣ We're willing to invest in networking, community and relationships, knowing that the difference between a contact and a contract is the "R" that stands for "Relationship."
- ▣ We're fanatical about selling.

- ▣ We don't depend on marketplace economies for our outcomes and instead rely on our actions.
- ▣ We surround ourselves with overachievers and have little time for those who don't create opportunities.

- ▣ We never accept good enough as good enough.
- ▣ We don't see failed sales attempts as failures but as investments in the process.

- ▣ We never give up on unsold clients, knowing that someday those clients will buy.
- ▣ We squeeze hours out of minutes and weeks out of days.

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- ▣ We see Challenges as opportunities.
- ▣ We invest in our education, development and personal motivation, knowing that these are the tools of sales professionals.

- ▣ We invest in our careers, our businesses and our customers.
- ▣ We hold ourselves to performance standards that are higher than even our management teams do.

- ▣ We don't need others to hold us accountable.
- ▣ We are constantly in think, plan and prepare mode in order to continue to build our client base and keep our pipelines full.

Thank you!

