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**CHAPTER****1**

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**Sales Distinctions  
and Success Traits**

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**T**he most distinctive and savvy salesperson I've ever known happens to be a man who sells insurance in central Texas. When we met, he had been in the industry for only five years and already had become one of the top insurance salespeople in the United States. His schedule goes something like this: he schedules three appointments a day for four days a week, does charity work on the fifth day, and takes off on the weekends. He meets with 12 people during his four-day workweek—a schedule that, over the past five years, has helped him develop an astounding database of 2,000 clients, all of whom have purchased insurance from him. His business is solely referral-based; he has never paid for any advertising or bought a list of leads.

How does he do it? With a uniquely bold sales distinction: he sends a limousine for his prospects or customers and brings them back to his office for a two-hour meeting. If they're hungry, his

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cook prepares a meal for them. He closes the deal on their insurance options and then sends them right back home in a limo. His clients ride and dine in the lap of luxury. Word about this celebrity-level treatment from an insurance salesman in Texas spread like wildfire. That's all it took for his business to explode.

One more thing: he treats his top clients—about 20 people total—to yet another limousine ride. At the end of the year, they are chauffeured to Dallas for a gourmet meal in a fine restaurant, and then they enjoy a theatrical production of *A Christmas Carol*.

Instead of buying ads or spending money on search engine optimization, this sales professional chose one very special and extremely distinct sales tactic—a tactic that became his weapon of mass revenue production.

That's what sales distinctions can do for you. Figure out what *you* can do to *set yourself apart from the sales pack*—and then *do it*. **Don't overthink the think. Overdo the do.** In other words, don't overanalyze an idea. Get out of your self-imposed box, and get rid of the ego. Decide what you want to *do* to distinguish yourself, and then make every effort to get it done to the best of your ability. According to the dictionary, distinction is “the act of distinguishing or the condition of being dissimilar; different, or distinct.” According to Sales Coach Chuck, distinction is the key to increasing your sales revenue and boosting your sales career. As I say to many of my students, “In sales, you had better become *distinct* or you will become *extinct*!” To reach the top, you *must* leave the beaten path. If everyone else is doing it—whatever “it” happens to be at the moment—then *stop* doing it yourself. Instead, find a different approach, a better way, a technique unlike the others. For example, I recently met a car salesman who wears a black tuxedo—complete with bow tie, studs, and patent leather shoes—whenever he delivers a car. That's his sales distinction. He has the image of a tuxedo on his business card and “Tux” is his sales nickname. Customers have a hard time forgetting Tux. How could they? He is consistently among the top group of salespeople in the country for his particular automobile manufacturer.

Having been in sales for more than 20 years, I've learned a few effective tactics to progressively distinguish myself from the common salesman. While limos, tuxedos, and theater trips are great,

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you don't need to make such grand gestures in terms of time, money, and effort to differentiate yourself. There are plenty of little things you can do every day that will set you apart from other salespeople in your industry. These distinctions have worked for me, and they will work for you.

### Twelve Leaps to Distinction

- 1. Follow up immediately.** Don't wait, and don't procrastinate. I add a new prospect to my database the very same day I meet him or her. At this moment, I've put a complete follow up infrastructure in motion. Regardless of the economy, changes in technology, additions to my staff, the balance in my bank account, or whether I'm away from the office, my follow-up system is on automatic pilot. It is a simple and efficient process in which I contact my prospects and clients from time to time by using a series of mailed material, e-mailed information, and consistent e-mail updates. This guarantees my ability to connect with everyone with whom I communicate, without exceptions. It is set for life until they opt out.
- 2. Deliver added value by doing something extra** for your customer or client *after* you've made the sale. I plan to spend some additional time, at no charge, when I consult with a company. Usually, I'll meet with salespeople for some one-on-one coaching. If the client is local, I make certain to accompany them on one of their face-to-face sales presentations during my six-month coaching program, or I sit in on one of their sales phone calls. If they're not local, then I can observe and listen to a sales call over a conference telephone call or during a webinar. Whatever the sales circumstance may be, I don't charge for my time.
- 3. Network clients.** Many of my clients across the country know one another, something that is possible because I put them in touch with one another. I recently coordinated an exchange program between two of my largest clients—one based in Florida, the other in Texas. The two clients are in similar

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industries but are not competitors. A sales manager from the Texas company flew with me to Florida to spend a day with that client; the vice president from Florida spent a day in Dallas with the vice president of the Texas company. The new environment that each executive encountered introduced them to new perspectives on day-to-day operations and tactics. This has improved productivity and enhanced the corporate culture for both companies.

If you have a client whom you think might benefit professionally from meeting another one of your clients, then by all means, introduce them. They will not only learn from one another, they'll be grateful to you for giving them the opportunity to see how other companies work, and for significantly expanding their networks.

4. **Have a manicure.** May 18, 1996, will always live in my memory as the day I learned that manicures are not for women only—and the day I paid \$1,000 to be trained by Nido Qubein.

Nido is president of High Point University in High Point, North Carolina, chairman of Great Harvest Bread Company, an entrepreneur with interests in banking, advertising, and real estate, and former president of the National Speakers Association. Nido has traveled the world as a speaker and consultant addressing business and professional groups. These are the accomplishments of a man who immigrated to this country as a teenager from Lebanon without knowing a word of English. However, on that day in May, Nido spoke about concepts that were so strange to me, it was almost as though he were speaking a foreign language.

“Chuck, are you serious about your business?” Nido asked.

“Yes, of course,” I replied.

“Then I want you to have your nails manicured.”

After a few moments of shocked silence, I said, “Nido, I live in Texas. I fish for bass. I’m not so sure about that idea. It makes me feel very uncomfortable.”

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He simply responded, “Chuck, if you’re serious about your business, then you’ll have your nails manicured.”

Eventually, I took Nido’s advice and had a manicure—and I’ve been having them ever since. I know it sounds strange at first, but the truth is that someone with clean, manicured nails is distinctive. It shows that you make an effort with your appearance, and will be likely to make an effort in most other areas as well. If your customers see that you take care of yourself, *then they will feel confident that you’ll take care of them as well.*

5. **Upgrade your wardrobe.** Whether you sit in a cubicle making phone calls and never lay eyes on a client, or see clients only once in a while, or spend every single day with clients, you need to **dress for success**. I can’t tell you how many times I have gone into an office and seen salespeople who are dressed as if they were about to change the oil in their car or go dancing at a nightclub. Purchasing well-made, quality business clothing is making an investment in yourself. Have a suit or dress tailor-made; there are affordable options for tailored clothing. Make sure you are fitted properly with good material. Polish your shoes. Women and men can choose handsome purses or attaché cases. If you want to attain a high level of income in the future, then you need the right kind of clothing *now*. Enhancing your wardrobe speaks volumes to clients and boosts your self-esteem and confidence.
6. **Stop relying on text-only e-mails.** The next generation of e-mail communication has already arrived. Instead of typing a message, **send a video or audio message**. This is an easy and inexpensive way to distinguish yourself from the competition.
7. **Be a calligrapher.** Buy a calligraphy pen and use it when writing thank you notes or other handwritten correspondence to your top clients. A message written in a way that requires skill and care lets clients know they are important to you. Clients are much more likely to save and even display a beautifully handwritten note than a hurried e-mail—it will constantly remind them of you and your services.

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8. **Get yourself some coaching.** Steve Langham, a businessman, entrepreneur, and millionaire who has had an extremely positive effect on my life, once said, “Highly successful people reach out for counseling, coaching, and training when they don’t need it. The rest of the world reaches out when they do need it.” *To improve professionally or personally, reach out to people who can help you.* Don’t be the Lone Ranger. Instead, tap into support systems. I work with several coaches to maintain and improve my physical health, my financial security, and my spiritual well-being. They make me a better person, and I am happy to pay them for their knowledge and effect.
9. **Stay fit and healthy.** Your physical health and fitness greatly affect your professional performance. The two are inherently intertwined; your body is with you 24 hours a day, both on the job and off. Do what’s necessary to be healthy. You have to eat every day, so choose foods that are energizing. Although it’s quick and easy to grab food on the run, fast food will actually *slow* you down, so make smarter decisions during mealtime. Exercise to stay fit or to lose weight, if necessary. It doesn’t necessarily come easily; you must work at improving and preserving good health. But the payoff, both personally and professionally, makes the effort entirely worthwhile. It will save you time and money for the rest of your life.
10. **Listen.** Listening requires very little effort and yet, for something that seems so easy, it is the weak link in the skill set of many salespeople. And, of course, the typical salesperson will disregard the thought of training in this area. So *don’t be typical*. You can start listening to your clients right now. All you have to do is **stop talking**. Furthermore, don’t interrupt when clients are speaking, and don’t talk over their words. I’ve coached thousands of sales calls, and I can assure you that most salespeople talk until they’re blue. When I listen in on sales phone calls, I sometimes hear a few sudden gasps from the client as if she is trying to say something but can’t get a word in. I tell the salesperson, “Quick! Call 911! Your client is choking! . . .

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because you won't let her speak!" Many salespeople don't even notice when a client is trying to talk.

Don't be that kind of salesperson. Don't be so wrapped up in your sales pitch that you can't even stop to hear what your clients have to say. Clients don't want to hear a lecture *from* you; they want to have a conversation *with* you. Clients remember a salesperson who listens. Listening is a sales superpower.

11. **Send noticeable mail.** This is what I like to call "crazy" mail, when you send something that ensures that the recipient opens the envelope. People tend to ignore mail that arrives in a formal white envelope. So step number one is **use colored envelopes**. I have nearly 8,000 colored envelopes in my office. I've even surveyed my clients around the country to determine which color receives the highest response—and the answer is pink. That's right: pink is the best marketing color, because it gets noticed. Strange, you say? Maybe so, but it's been proven that pink sells.
12. **Establish a sales process.** Instituting a sales process guarantees that you won't need to spend time thinking about what comes next. Your sales process will run as smoothly as Henry Ford's Model T assembly line. Regardless of how information arrives—by phone, by personal referral, or by e-mail—a *fixed process will enhance your ability to create revenue* from that information.

These 12 steps are a great start; however, they're just a few of the ideas you can use to accomplish sales stardom. Some might need to be modified to fit your specific sales processes and cycles, and there are certainly others that would be especially distinctive within your industry. Consider which distinctions—both personal and professional—you can incorporate into your sales process. Once you begin, two distinctive bunnies become twenty and, before you know it, you have your own bunny farm of distinctions. And you will have created a new brand called *you!*

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### Success Traits

Sales distinctions are individualized practices: one man hires a limousine to drive customers to and from his office, while another wears a tuxedo. Success traits, on the other hand, are universal. Regardless of the type of industry or the length of sales cycle, and no matter whether you are a beginner or a veteran, or are selling a household product or a financial service, there are five key traits that all highly successful salespeople have in common: **discipline, tenacity, implementation, focus, and desire.**

Every salesperson possesses a low, medium, or high level of each of these key ingredients to success. Some may have a low level of one or more traits, others will have medium levels of some or all the traits, and still others will be so fortunate as to have high levels of all traits. The formula for the greatest success is obvious: maintaining high levels of all five traits while running on all cylinders provides the “horsepower” that it takes to reach the top of the sales ladder.

#### Discipline

Substantial attention to **discipline** is a must for those who want to succeed in sales. Discipline means forming the **daily habits** that are necessary to produce more revenue for you and your company. Discipline and habits go hand-in-hand. Become disciplined and habits will be formed over time. Many self-help and personal development books state that habits can be established in 21 days; however, I need to raise the bulls—t flag on that. How many “21-day habits” have you truly developed and stuck with for more than 2.1 hours? Then was it really a habit? Probably not. Habits take *much* longer to form. I have learned from coaching hundreds of people over the years that a habit requires closer to 210 days of continual practice to become firmly entrenched.

The level beyond habit is *unconscious competency*. You become unconsciously competent at a given task once you’ve performed a

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habit for so long that you no longer think about the action—you simply do it. When you are unconsciously competent in all of your sales methods, that’s when you will stop overthinking the think, and instead overdo the do.

### Tenacity

Another key ingredient for sales success is **tenacity**. *A salesperson must exhibit an all-or-nothing attitude when performing revenue-producing activities.* The next chapter of this book is not entitled “Marketing Yourself Timidly.” You cannot market yourself timidly and expect to succeed. *Timid salespeople have skinny kids.* Remember that. You must achieve a high level of tenacity and, once you do, there is no limit to what you can accomplish. This comes through in a salesperson’s walk, talk, focus, and white-hot burning desire to give everything a 100 percent effort at *all times*. Salespeople with tenacity are *completely* engaged; there’s no middle ground with them, and they never leave anything to chance.

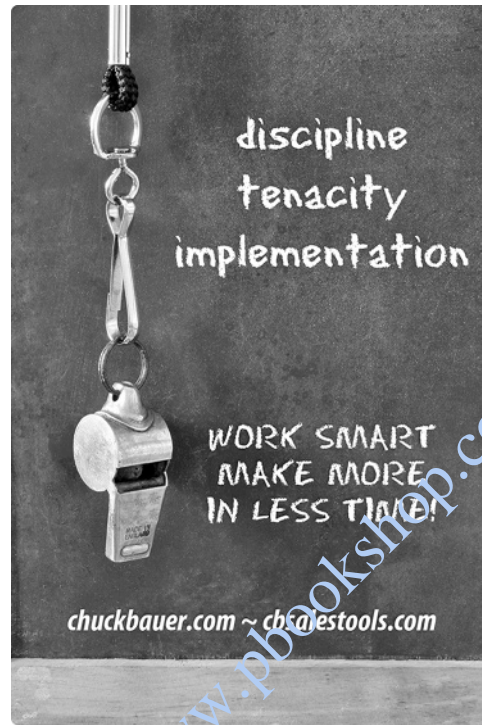
### Implementation

Rounding out the top three success traits is **implementation**. Surprisingly, many salespeople manage to talk themselves *out* of implementing good habits that will create revenue. For example, when I lead a workshop for salespeople in the financial industry, someone in the audience always says, “I can’t do that because of my compliance department.” This rebuttal is not only an unwillingness to implement, but it’s also a display of the wrong kind of attitude. The fact is that most compliance departments are usually receptive to new ideas that are properly and professionally presented. *Your sales will increase if you find reasons to implement rather than reasons not to implement.* (See Figure 1.1.)

### Focus

You must **focus** and concentrate on work. Don’t allow distractions to impede your success. One common distraction happens every day

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**FIGURE 1.1**

around the world at 11:15 A.M. What do salespeople, sales managers, and sales organizations do at that time? They start thinking about lunch. If there were such a thing as a focus measurement meter, it would register a sharp decline among salespeople between 11:14 A.M. and 11:15 A.M. Don't take the focus off your revenue-producing activities by spending time pondering who to have lunch with and where to eat.

Another time-wasting activity is talking or texting on a cell phone. If the communication is not sales-related, then it's a distraction—period. Use your time wisely. An illustration of this is a coaching experience I had with a saleswoman. I was present during some of her sales calls, and when the calls were finished I left

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her office, slowly counted to 10, and then walked back in to find her texting on her cell phone.

Salespeople think they work eight-hour days, but the time devoted to sales is realistically closer to three or four hours. *Be aware of activities and thoughts that steal your focus.*

### Desire

The last of the five universal success traits is **desire**. In 1999, I consulted for an advertising/business evaluation company for which the top salesman was a man named Gene. He was college-educated, very professional, extremely tenacious, a sharp dresser, and rarely failed to close a deal.

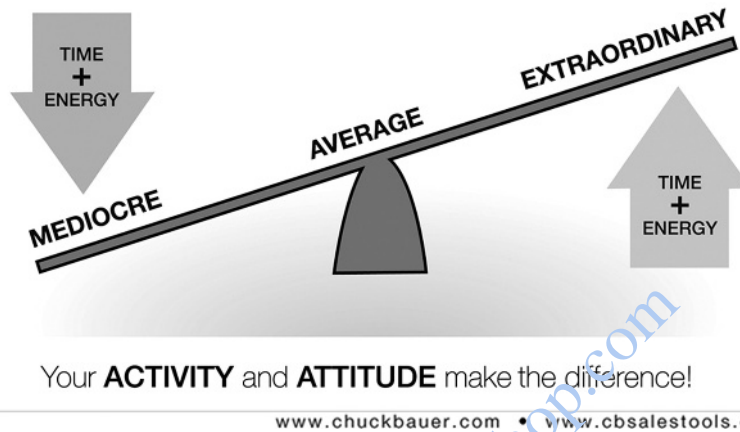
Then there was mild and meek Fred. He did not have a college degree, he dressed in jeans, a sloppy shirt, and cowboy boots, and before joining the company he drove 18-wheelers cross-country. Yet over time, Fred worked his way up to the number-two spot in sales; he even challenged Gene for the top spot in some months. What did Fred have that made up for all the things he didn't have? A white-hot burning *desire* to succeed. He was willing to do anything, learn whatever was necessary, work as hard as he could, be as smart as possible, do his best, and maximize his time in order to reach the top sales position in the company and provide for his family.



Discipline, tenacity, implementation, focus, and desire—these five success traits are the most important among the hundreds of factors that will take you to the top of your sales organization. You want to strive to achieve the highest levels of these qualities at all times. Can you do it overnight? No. Can you reach such a goal in a year? Yes, you most certainly can.

As you incorporate both the distinctions and traits mentioned above into your sales process during the year, remember these three little words: *extraordinary*, *average*, and *mediocre*. (See Figure 1.2.)

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**FIGURE 1.2**

If you are now an average salesperson, then the amount of time and energy required to move up to “extraordinary” is the same as the amount that is needed to sink to “mediocre.” Only your attitude and the activities in which you engage will make the difference. For instance, in every office there is the salesperson who arrives at 8:00 A.M. and heads straight for the coffeepot. Down the hall is the salesperson who came in at 7:45 A.M. and began working.

Speaking of coffee, let’s return to our discussion of lunchtime behavior. There are plenty of salespeople who, at around 11:15 A.M., start thinking about which buddies to have lunch with and what they feel like eating. There are other salespeople, however, who—realizing that they don’t have a prospective client to take to lunch—decide to close the office door, lock it, eat lunch at their desks, and not let anyone or anything interfere with their revenue-producing activity.

The time and energy required are the same in both examples; only the attitudes and activities are different. If you commit to activities that advance your sales process, then you will rise to “extraordinary” rather than sink to “mediocre.”

### Quick Tips to Achieve Distinction

Follow up immediately.

Do something extra for clients at no additional charge.

Introduce your clients to one another and/or get involved with Sales Coach Chuck's exchange program.

Men, get a manicure.

Invest in professional attire.

Begin using the next generation of e-mail today—send video or audio messages.

Write notes with a calligraphy pen to your top clients.

Reach out to people who can help you personally and professionally.

Stay fit and healthy.

Stop talking and start listening.

Send mail that will be opened.

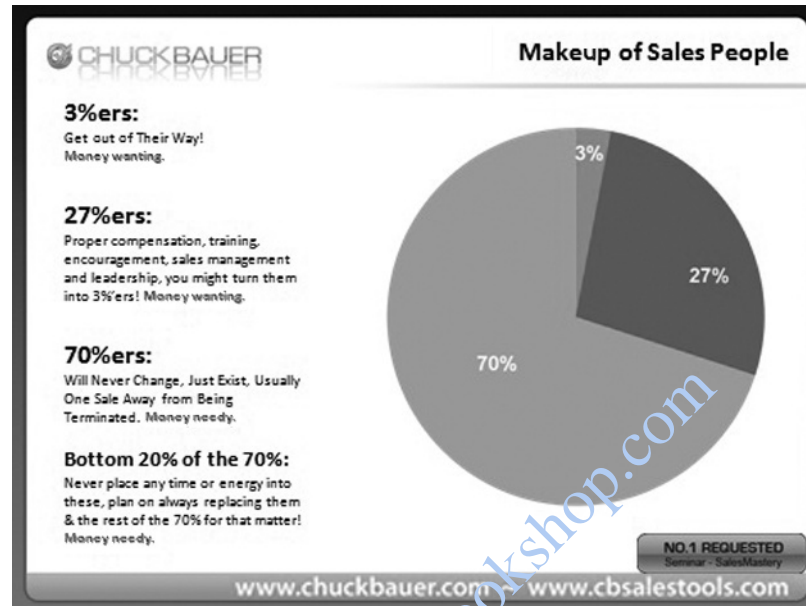
Establish a sales process and follow it.

### Three Groups of Salespeople: 3-Percenter, 27-Percenter, and 70-Percenter

Related to the notion of the three groups of extraordinary, average, and mediocre salespeople, the clothing tag of the sales world lists its raw materials as 3 percent top sales producers, 27 percent average performers, and 70 percent minimal inputters. (See Figure 1.3.) We'll begin by examining the 70-percenters, because that's the category in which the majority of salespeople are and will remain.

These salespeople repeatedly jump from one company to another. They don't work on improving their sales skills; instead, they work only hard enough to stay one sale away from losing their job. Actually, 70-percenters are almost always on the fence between quitting and getting fired. As a result, I encourage sales managers to never allow 70-percenters to pierce the corporate veil. Initially, sales managers should conduct a phone interview with a candidate;

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**FIGURE 1.3**

if they find that he's a 70-percenter, then do not offer him a sales job. If one is hired somehow, escort him out the door.

The adage years ago was that the bottom rung made up 80 percent of a company's sales force, and the other 20 percent were the top performers. That is no longer true. I have observed salespeople in a variety of industries around the world and most of them—70 percent of them—are in this bottom category. The company they work for or the structure of the sales organization makes no difference; 70-percenters are at the mercy of their own attitudes and behaviors.

*If you are a 70-percenter, then know this:* you have the capacity to rise when you break through your preconceived notions about selling and are willing to change, when you become fully engaged in your sales career and don't simply mark time, and when you want money more than you need money. There's a big difference between wanting money and needing money. This group *needs* money simply to pay bills. The smaller groups, the 3-percenters and 27-percenters, *want* money for security and indulgences.

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With the proper motivation, encouragement, structure, support, sales tools, and out-of-the-box training, a 27-percenter may aspire to become a 3-percenter, but will be content to achieve the earnings of a 27-percenter. That's fine; they fill the category that brings in most of the revenue. Twenty-seven percenters are a sales organization's safety net, the bread and butter. These are the salespeople who stay with a company for a long time. They want money for life's little pleasures, such as vacations and big-screen TVs.

Finally, there are the 3-percenters, who will from now on be referred to as F.O.N.s, or *Freaks of Nature*. If you are in a hiring position and have a little luck, then you might manage to get a F.O.N. on board. And once the F.O.N. is on board, get out of the way. F.O.N.s do not need any help. They require nothing from you except a great commission structure. Like the 27-percenters, they too want money—but not for purchasing power. They want money for their families, their savings, and their personal insurance. F.O.N.s build impenetrable walls of security around themselves with the money they earn in sales. They are hungry. They are hunters. They are competitive. F.O.N.s have personalities similar to one another; they are usually dominant, somewhat social, extremely driven, and very independent. Of course, they always maintain high levels of discipline, tenacity, implementation, focus, and desire. They are extraordinary in everything they do, and therefore they earn the distinction of being in the top 3 percent of salespeople.

I have had the good fortune to work with some of these salespeople in several companies. But no matter the company or the product, F.O.N.s all possess certain characteristics and skills. Some of these come naturally, but some are learned—which means that you too can adopt the following characteristics and skills.

**F.O.N.s are extremely serious about their business.** They are professional closers, or PCs, rather than professional visitors, or PVs. PVs are typically better suited to customer service roles rather than sales positions. They are professional information providers, but they don't close sales and they don't increase revenue.

PCs, on the other hand, are closing sales *all the time*. There is no situation in which they are afraid to ask for the order. If the client

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remarks, “You know what? I don’t like you,” then the salesperson will respond, “Well, despite that, are you ready to proceed with the order?” If the customer says, “I don’t like anyone in Texas,” then the professional closer comes back with, “Now that we have that out of the way, and based on what I’ve shown you, are you ready to complete the paperwork and pay for the order?”

**F.O.N.s major in major-league activities.** They don’t get involved in office politics or drama, and they choose their sales buddies carefully. You will never, ever hear a F.O.N. gossiping with their colleagues. They simply do not engage in minor-league office antics. As professional closers, F.O.N.s are focused on their daily goals, on the calls they must make, and on the face-to-face appointments they must keep. They are not projects.

**F.O.N.s maintain an ownership mentality.** Whether they actually own the company or are a salesperson, sales manager, or sales executive of someone else’s company, F.O.N.s always act as if the company belongs to them. This attitude supports their tendency to take their sales seriously. When the company provides sales leads, these salespeople go after them as if they had spent their own money on the leads. Moreover, they fully own every situation—routine or challenging, success or failure. They never lapse into thinking that they are “just an employee.”

A salesperson with the “employee mentality” waits for the company to provide what she needs to make a sale. In one of my workshops, I explain the importance of standing during a phone call in order to release the diaphragm for a more commanding voice. A woman in the audience once raised her hand and said, “I can’t stand up in my office.”

“Why can’t you stand?” I asked.

“Because the cord to my headset isn’t long enough.”

Rather than spend \$5.00 to buy a longer cord, she was actually waiting for the company to give her one. That’s “employee” mentality.

**F.O.N.s are extraordinary communicators.** In sales, a good communicator is someone who knows how to reach masses of people with the touch of a button using automated systems. And they listen to their clients—*really* listen. They make sure their products

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and services are solving a clients' specific problem or meeting an underlying need, no matter what.

**F.O.N.s are also extraordinary presenters**, whether over the phone, face-to-face, or via a web format. Clients believe what a F.O.N. says about his company, the product he is selling, and himself. F.O.N.s don't achieve this simply by pitching; they pitch, yes, but they also *tell stories* that give their clients strong visual images. They provide client testimonials or examples that elevate the client's ability to truly believe what they're saying. Once the salesperson is able to instill this kind of confidence in the client, the client no longer has any fear, uncertainty, or doubt (otherwise known as F.U.D.).

**F.O.N.s are also coachable, consistent, and work *smart versus working hard***. When I coach a F.O.N. on a sales call, they never become defensive or try to rationalize what they've said. I offer a suggestion for improvement and she simply says, "Okay, I'll change that on the next call." F.O.N.s are flexible and open to changes; they know that this approach is necessary to navigate the turbulent waters of sales processes.

Consistency is important—and F.O.N.s know this. Repeating the proper activities on a daily basis drives revenue. One of my coaching students recently spent two hours in my office on one of my ordinary sales days. As she left she remarked, "You know what I saw today? That you do the right things over and over and over again." Consistency works.

F.O.N.s choose to work smart. Consider this analogy: you're walking along the street and suddenly a voice in your head instructs you to look down.

There in front of you on the sidewalk is a \$100 bill and a \$10 bill. The voice says that you can only take one—not both. Which bill would you pick up? The \$100 or the \$10? (See Figure 1.4.) The \$100 bill, of course. In practice, however, most salespeople do not pick up the \$100. They pick up \$10 even though \$100 is staring them right in the face.

Consider your health and fitness, both of which greatly influence your sales performance. When you go to lunch, do you choose foods that provide energy or foods that slow you down? Are you

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**FIGURE 1.4**

having lunch with colleagues or prospects? When the day ends, some salespeople race to the bar to engage in both personally and professionally destructive behavior. Are they choosing the \$100 bill or the \$10 bill? Others go home, get the family settled down after dinner, and then watch a 10-minute YouTube video on how to increase sales. This costs nothing, but the potential gains are enormous. Have they grabbed \$100 or \$10?

Sometimes, however, choosing the \$100 bill does have a price. For instance, spending a day in training with Nido Qubein cost me \$1,000 in 1996. But that investment proved to be more than worthwhile, because I have been able to convert what I learned in one day into millions of dollars in sales. Thus it's really quite simple. Your thoughts and actions dictate which bill you choose. So approach the sidewalk like a F.O.N. and grab the \$100.

Another important characteristic of F.O.N.s is that they are passionate and enthusiastic about their company, their product, and themselves. They keep one important thing in mind: *ignorance on fire always out-sells knowledge on ice.*

What exactly does that mean? A recent survey taken by a business magazine asked clients who recently purchased financial

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products what mattered most to them about their salesperson. “Enthusiasm” was cited as the most important quality, while “product knowledge” actually mattered *least*. Many salespeople tend to highlight their factual knowledge of a product and de-emphasize their enthusiasm. F.O.N.s are enthused by what they do and what they sell. I worked with one typically mild-mannered client who, on one particular day, was all fired up, talking and acting like a F.O.N. Why? Because he needed to make \$500 to buy his wife a new set of tires. Though I couldn’t help but wonder whether or not his enthusiasm continued the next day, at that moment he was driven by a goal and was not going to be deterred.

Finally, F.O.N.s have a solid work ethic. They start the workday early and maximize their time. Lunch is not a distraction: there’s no playtime, and they do not slip into a country-club mentality. They never have their feet on the desk, and they don’t hang out around the coffeepot chitchatting and eating donuts. Instead, they spend their time on activities that make money for them and for their company. They pick up that \$100 bill at every opportunity.

You too can be a F.O.N. if you choose the thought patterns and daily activities that maximize your day. See the box titled “Become a Freak of Nature in the Sales World” for a list of the habits, tactics, and attitudes of a F.O.N.

**Become a Freak of Nature in the Sales World**

- Be a professional closer (PC) rather than a professional visitor (PV).
- Stay away from office politics, drama, and gossip. Don’t be a project. Sell as if you own the company.
- Communicate with *and listen to* your clients.
- Master the art of presenting.

(continued)

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*(Continued)*

- Accept coaching; don't argue with the coach and make excuses for your habits.
- Perform revenue-producing activities with consistency.
- Work smart: always pick up the \$100 bill rather than the \$10.
- Exude enthusiasm about your company, your product, and yourself.
- Embrace a strong work ethic.

### **Sales Distinctions and Success Traits Commission Development Quiz**

**Anything fewer than 100 percent correct answers requires immediate additional work!**

1. The five main sales traits that will help you get to the top of the sales ladder are:

D \_\_\_\_\_

T \_\_\_\_\_

I \_\_\_\_\_

F \_\_\_\_\_

D \_\_\_\_\_

2. Which one of the above traits is described as forming the habit on a daily basis that produces revenue?

*(continued)*

## Sales Distinctions and Success Traits 21

(Continued)

3. Complete this mantra: “Don’t overthink the think;  
\_\_\_\_\_.”  
Remember, it takes 210 days of developing a habit to get to the point of becoming the *unconscious competent!*
4. Regarding tenacity, Sales Coach Chuck points out that “Timid salespeople have \_\_\_\_\_!”
5. On implementation, Sales Coach Chuck says, “Find the reasons to do it, instead of finding \_\_\_\_\_.”
6. Even with varying levels of the other success traits, having the highest levels of this trait can provide some leverage against having lower levels of the others. What trait is this?
7. “If everyone else is doing it, S-T-O-!”
8. What are four methods of achieving distinction?
  - A. \_\_\_\_\_ (Relates to follow-up)
  - B. \_\_\_\_\_ (This is one you can implement today—right now)
  - C. \_\_\_\_\_ (What you’re not going to see in a post office)
  - D. \_\_\_\_\_ (Keeps you from having to think to produce revenue)

(continued)

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*(Continued)*

9. True or false: Your professional and personal lives are intertwined.

**Reflect:** What distinctions are you going to work on professionally?

What distinctions are you going to work on personally?

10. If you're average, the energy and time it takes to get to extraordinary is the same effort required to transition from average to mediocre. It's your \_\_\_\_\_ and your \_\_\_\_\_ that make the difference.
11. Name two attitudes or behaviors of a F.O.N. (Freak of Nature) in pursuing sales.
12. Name two reasons that people are unsuccessful in sales or remain at the lower 70 percent performance level.
13. Why are you not completing this quiz?

### **Sales Distinctions and Success Traits Quiz Answers**

1. Discipline, tenacity, implementation, focus, and desire
2. Discipline
3. Overdo the do

*(continued)*

*(Continued)*

4. Skinny kids
5. The reasons not to do it
6. Desire
7. P
8. A. Immediacy  
B. Listening  
C. Pink (or colored) envelopes  
D. Having a set sales process
9. True
10. Attitude/activities
11. Any two of these: they're professional closers, major in major league activities, have an ownership mentality, are extraordinary communicators, are extraordinary presenters, are coachable, consistent, and work smart versus working hard, and they have a strong work ethic.
12. Lazy, only want money to pay bills, Lone Rangers, "employee mentality"
13. Any excuse will do, right?