



Superstar Sales Representative

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A Sales Representative possess a list of key skills and personal characteristics needed for the job, Well-Run Concepts understands these areas and has done the research. Let's explore what the key attributes, motivators and behaviors would look like for a Sales Representative that won't leave a bad taste in your mouth.

Whether you are searching for your next hire or a new career, Well-Run Concepts used a comprehensive, validated, step-by-step process, Job Matching system to determine what is needed for top performance.

Attributes tells us if an individual can do the job by looking at what personal skills or competencies are needed in the job of Sales Representative.

The Top Seven Attributes are:

Customer Focus

An admirable Sales Representative anticipates, meeting and/or exceeding customer needs, wants and expectations.

- Responds to customers with a sense of urgency.
- Follows through on customer requests.
- Is patient and courteous with customers.
- Resolves issues and complaints to the satisfaction of customers.
- Expend extraordinary effort to satisfy customers.
- Develops relationships with customers.
- Takes professional risks for the sake of customers' needs.

Resiliency

A long term Sales Representative has the ability to quickly recover from adversity.

- Continues toward goals in the face of difficulty and adversity.

- Handles criticism and rejection from others with objectivity.
- Recovers quickly from personal setbacks.
- Moves past unforeseen obstacles without unnecessary delay.

Self Management

A champion Sales Representative demonstrates self control and an ability to manage time and priorities.

- Effectively manages emotions and impulses.
- Effectively manages time and priorities to meet deadlines.
- Presents self assertively.
- Demonstrates an ability to maintain composure in the midst of crisis.
- Strives for continuous improvement.
- Balances personal and professional life.
- Takes initiative and acts without waiting for direction.
- Accepts responsibility for actions and results.

Self Starting Ability

A superstar Sales Representative has the ability to find one's own motivation for accomplishing a task, and will maintain that course in the face of adversity.

- They are focused and persistent in their goals.
- Adept at synchronizing their internal drivers (e.g., level of initiative, persistence, goal focus)
- Can direct these combined abilities toward a common goal or task.
- They are also capable of marshalling these strengths on their own without much external supervision or motivation.

Interpersonal Skills

A invaluable Sales Representative will effectively communicate, build rapport and relate well to all kinds of people.

- Strives for self-awareness.
- Demonstrates sincere interest in others.
- Treats all people with respect, courtesy and consideration.
- Communicates effectively.

- Sensitive to diversity issues.
- Develops and maintains relationships with many different kinds of people regardless of cultural differences.

Results Orientation

A Sales Representative that has the ability to identify actions necessary to complete tasks and obtain results will win accounts.

- Maintain focus on goals.
- Identify and acts on removing potential obstacles to successful goal attainment.
- Implement thorough and effective plans and apply appropriate resources to produce desired results.

Personal Accountability

A Sales Representative that is responsible for the consequences of one's own decisions and actions is admirable.

- Does not shifting focus on blame or poor performance.
- Will not deflect blame somewhere else, or on others.
- Holds themselves accountable.
- Will make every effort to try and identify the cause of a bad decision.
- Focus will be more on correcting the problem to ensure future success than on protecting themselves.



About the Author

Jennifer C. Zamecki is the Founder and President of Well-Run Concepts, a Human Resource Consulting Firm, founded in 1997.

"Job Matching & Developing Top Talent"

www.Well-Run.com

Workplace motivators make up the next critical success factor needed, which tells us why an individual will do the job or, in other words, what rewards & cultures are they seeking on the job.



The Top Three Motivators for a Sales Representative are:

- 1. Utilitarian/Economic** Rewards those who value practical accomplishments, results and rewards for their investments of time, resources and energy.
- 2. Theoretical** Rewards those who value knowledge for knowledge's sake, continuing education and intellectual growth.
- 3. Individualistic/Political** Rewards those who value personal recognition, freedom and control over their own destiny and others.

Behaviors tell us how an individual will perform the job. We analyzed which of the behaviors an individual should possess to perform well in the job of Sales Representative. This is very important information to know in understanding communication styles.

The Top Three Behaviors for a Sales Representative are:

- 1. Frequent Interaction With Others** The job requires a strong "people orientation," versus a task orientation. The Job will comfortably deal with multiple interruptions on a continual basis, always maintaining a friendly interface with others.
- 2. Frequent Change** The job requires a comfort level with "juggling many balls in the air at the same time!" It will be asked to leave several tasks unfinished, and easily move on to new tasks with little or no notice.
- 3. Customer Oriented** The job demands a positive and constructive view of working with others. There will be a high percentage of time spent in listening to, understanding and successfully working with a wide range of people from diverse backgrounds to achieve "win-win" outcomes.

Now that we have a clear picture of what the Sales Representative job looks like, I would like to ask you this...

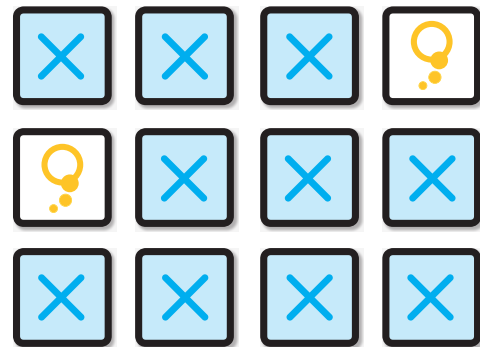
- If you are an Sales Representative, do you have these critical success factors mastered? If not, what's your plan to develop them?
- If you are a company, how are you currently measuring the talent in your outside sales department today?
- Do they have the above named attributes, motivators and behaviors?
- If so, great! You are ahead of the competition!
- If not, how will you develop them or better yet, select talent that already has it?

Here are a few suggestions to get you started: If you want to know for sure, then run a Talent Assessment on yourself or your staff. Then match the results to the benchmark of the Sales Representative job in this article.

Better yet, you can run your own customized benchmark for your unique organization and culture.

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Well-Run Concepts Job Matching and Developing Top Talent!



Job Matching is NOT a game!



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