

## Use These 20 Skills of Great Salespeople in Any Career

**Summary:** *A successful salesperson possesses skills that can benefit anyone in any career. Read through this list to learn what they are and how they can benefit you.*



There are salespeople – and there are great salespeople. A salesperson can often just be annoying, whereas a great salesperson can sell just about anything. You have to be the same way in whatever industry you are in when trying to sell your ideas, product, or yourself to others as you try to become successful. So while you may not be a salesperson, you need to have the same skill set as one. Here are 20 qualities of salespeople that you should work on developing for your career:

1. Think in terms of building business, not in terms of sales.
2. Build business one customer at a time, using your last customer to generate more customers.
3. Listen more than you speak to better understand the customer's needs and how to find a solution for them.
4. Deliver more than you promise, and promise a lot.
5. Invest your time in things/people that positively affect you and avoid those that bring no return.
6. Always seek new, faster, and better ways to increase your efforts.
7. Invest in community, networking, and relationships. Relationships turn contacts into contracts.
8. Be fanatical about selling.



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9. Don't depend on the marketplace for your outcomes. Instead, rely on you.
  10. Surround yourself with overachievers, not those who don't create opportunities.
  11. Never accept good enough as good enough.
  12. Don't see failed sales attempts as failures, but as part of the process.
  13. Never give up on clients that don't buy, because someday they might.
  14. Squeeze hours out of minutes and weeks out of days.
  15. See problems as opportunities.
  16. Invest in your education, personal motivation, and development.
  17. Invest in your business, career, and customers.
  18. Hold yourself to performance standards higher than management's expectations.
  19. Don't require other people to hold you accountable for your actions.
  20. Constantly plan, prepare, and think about how you can continue to build your client base.

**See the following articles for more information:**

- **What Does It Take to Be a Successful Entrepreneur?**
- **Entrepreneurship Can Be an Attainable Goal for Anyone**

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