

Qualities of a Sales ROCK STAR

It's time to take a look in the mirror, and not that mirror that shaves 10 lbs off of you! It's time to take an HONEST look at your sales chops! In order to do so, ask your ego to leave the room (I'll wait) then rate yourself on a scale from 1-10 in the box directly to the right of each quality.

Has mastered a sales process and executes daily	1	2	3	4	5	6	7	8	9	10
A continual learner and "humble student"	1	2	3	4	5	6	7	8	9	10
Stays hungry especially when they're at the top of their game	1	2	3	4	5	6	7	8	9	10
Hunts for new business in the places their competitors tend to miss (doesn't run with the pack)	1	2	3	4	5	6	7	8	9	10
Keeps prospecting on the calendar and protects that time relentlessly	1	2	3	4	5	6	7	8	9	10
Prospects regularly and not sporadically	1	2	3	4	5	6	7	8	9	10
Utilizes a well thought out communication plan to secure new business and grow existing business	1	2	3	4	5	6	7	8	9	10
Recognizes that everyone has THEIR own preferred form of outreach and utilizes things beyond the phone and email.	1	2	3	4	5	6	7	8	9	10
Knows how to get their email opened, read and responded to	1	2	3	4	5	6	7	8	9	10
Knows how to get their calls returned	1	2	3	4	5	6	7	8	9	10
Knows how to transition their social network into clients without be pushy	1	2	3	4	5	6	7	8	9	10
Creates a feeling of propinquity with prospects and clients	1	2	3	4	5	6	7	8	9	10
Embraces meticulous pre call research and planning	1	2	3	4	5	6	7	8	9	10
Establishes authority and expertise	1	2	3	4	5	6	7	8	9	10
Uses creativity to secure opportunities and bring those opportunities across the finish line	1	2	3	4	5	6	7	8	9	10
Has the patience to "court" potential clients and the urgency to "show up" regularly	1	2	3	4	5	6	7	8	9	10



Qualities of a Sales ROCK STAR

Gets ALL the stakeholders into the meeting and onto the calls. 1 2 3 4 5 6 7 8 9 10

Takes full control of their meetings/interactions without being controlling, manipulative or salesy 1 2 3 4 5 6 7 8 9 10

Asks killer questions that go beyond the “specs” to emotionally charge the recipient. 1 2 3 4 5 6 7 8 9 10

Has the guts to ask the difficult questions 1 2 3 4 5 6 7 8 9 10

Gets everyone in the meeting/call involved, facilitates awesome meetings 1 2 3 4 5 6 7 8 9 10

Understands that each stakeholder has different needs and speaks to those needs 1 2 3 4 5 6 7 8 9 10

Understands the ever shrinking attention span and keeps everyone focused 1 2 3 4 5 6 7 8 9 10

Understands that everyone is wired differently and adapts to different behavioral styles 1 2 3 4 5 6 7 8 9 10

Asks questions to encourage the other person to elaborate so they can clearly understand them better than their competitors 1 2 3 4 5 6 7 8 9 10

Understands that everyone has a story and wants to be heard 1 2 3 4 5 6 7 8 9 10

Listens to learn, NOT to respond 1 2 3 4 5 6 7 8 9 10

Takes the time to think, then act 1 2 3 4 5 6 7 8 9 10

Comfortable with a pause in the discussion without a nervous need to fill that silence 1 2 3 4 5 6 7 8 9 10

Understands that even though they've heard (most of it) before, its still important to the client/prospect. 1 2 3 4 5 6 7 8 9 10

Empathetic 1 2 3 4 5 6 7 8 9 10

Has the guts to talk about the difficult stuff 1 2 3 4 5 6 7 8 9 10

Helps facilitate change 1 2 3 4 5 6 7 8 9 10

A student of effective communication 1 2 3 4 5 6 7 8 9 10



Qualities of a Sales **ROCK STAR**

Effectively educates their clients/prospects how to buy their product or service in a way, that forces their competitors to play by their rules.	1	2	3	4	5	6	7	8	9	10
Delivers bad news early, without delay or excuses.	1	2	3	4	5	6	7	8	9	10
Takes ownership for bad news without blaming others.	1	2	3	4	5	6	7	8	9	10
Uses "evidence" to eliminate/reduce doubt and skepticism	1	2	3	4	5	6	7	8	9	10
Brings intangible aspects of their solution to life	1	2	3	4	5	6	7	8	9	10
Knows when and how to "dumb it down" without offending	1	2	3	4	5	6	7	8	9	10
Creates urgency	1	2	3	4	5	6	7	8	9	10
Engaging, memorable and compelling	1	2	3	4	5	6	7	8	9	10
Keeps potential client/clients engaged between meetings	1	2	3	4	5	6	7	8	9	10
Follows through	1	2	3	4	5	6	7	8	9	10
Truly cares about their clients and prospects, not just their commission check	1	2	3	4	5	6	7	8	9	10
Willing to suggest ideas and solutions, even when there's no money in it for them.	1	2	3	4	5	6	7	8	9	10
Has a thick skin	1	2	3	4	5	6	7	8	9	10
Separates business from personal	1	2	3	4	5	6	7	8	9	10
Knows when and how to ask for the order	1	2	3	4	5	6	7	8	9	10
Expert negotiator and knows when to walk away in a professional manner	1	2	3	4	5	6	7	8	9	10
Regards "No" as simply "Not now"	1	2	3	4	5	6	7	8	9	10
Sense of humor, can laugh at self	1	2	3	4	5	6	7	8	9	10
Likeable	1	2	3	4	5	6	7	8	9	10
Humble	1	2	3	4	5	6	7	8	9	10
Patient	1	2	3	4	5	6	7	8	9	10
Demonstrates high levels of personal leadership	1	2	3	4	5	6	7	8	9	10



Qualities of a Sales ROCK STAR

Passionate	1	2	3	4	5	6	7	8	9	10
Perceived as confident and not arrogant	1	2	3	4	5	6	7	8	9	10
Isn't afraid to bring their personality to their interactions	1	2	3	4	5	6	7	8	9	10
Harnesses their fears instead of avoiding them	1	2	3	4	5	6	7	8	9	10
Determined and committed to finding a way, even when things look grim	1	2	3	4	5	6	7	8	9	10
Assertive but never overbearing	1	2	3	4	5	6	7	8	9	10
Dependable	1	2	3	4	5	6	7	8	9	10
Keeps clients/prospects in the loop and updated	1	2	3	4	5	6	7	8	9	10
Manages their time effectively, finding ways to reduce interruptions and time wasters	1	2	3	4	5	6	7	8	9	10
Calm under fire	1	2	3	4	5	6	7	8	9	10
Self motivated and driven from within	1	2	3	4	5	6	7	8	9	10
Stays realistically positive	1	2	3	4	5	6	7	8	9	10
Adds value in all that they do	1	2	3	4	5	6	7	8	9	10
A connector of relationships, a true "matchmaker"	1	2	3	4	5	6	7	8	9	10
Finds out how to make clients/prospects look like rock stars and then EXECUTES	1	2	3	4	5	6	7	8	9	10
Gives value, upfront, unconditionally and without a scorecard	1	2	3	4	5	6	7	8	9	10
Builds strong networks BEFORE they need them	1	2	3	4	5	6	7	8	9	10
Goes the extra mile	1	2	3	4	5	6	7	8	9	10
Shares unselfishly	1	2	3	4	5	6	7	8	9	10
Interacts well with their support team	1	2	3	4	5	6	7	8	9	10
Manages, supports and shares credit with their support team	1	2	3	4	5	6	7	8	9	10



Qualities of a Sales ROCK STAR

Isn't afraid to admit that they don't have the answer but they are determined to find one

1 2 3 4 5 6 7 8 9 10

Shows appreciation

1 2 3 4 5 6 7 8 9 10

Knows when to tell their ego to leave the room

1 2 3 4 5 6 7 8 9 10

Strong business acumen

1 2 3 4 5 6 7 8 9 10

Doesn't just create "top of mind awareness", they create "top of mind preference" to become the logical choice.

1 2 3 4 5 6 7 8 9 10

Balances business and personal and understands that its pretty important to conquer the world at home too

1 2 3 4 5 6 7 8 9 10

So how did you do?

If you'd like help in these areas, join us for our
Rock Star Academy program!

Click [HERE](#) for all the details.

Or, email me to learn more about my 1-on-1 coaching program

paul@yoursalesplaybook.com

