

# 10 Great Ways to Prove You are NOT an Ordinary Salesperson

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## **You overtly care about people -**

From your first thought, every utterance expresses deep caring for prospect and client success. Every action demonstrates you work for their success before your own. You write your eulogy through your business behavior.

## **You have more knowledge than your competitor has and you share it openly -**

You know that to serve is to educate, and to offer information freely with no strings attached. Sharing abundance creates value.

## **You have an extensive professional network and you share it openly -**

You know people who can help others and you facilitate connections openly and generously.

## **You show compassion openly, helping to pierce the typical façade of *sale-fishness* -**

You work to help people remember how amazing, valuable and valued they are. You believe that nice smart people succeed. You work to help others achieve their aims.

## **You realize that if you won the deal by money, you can lose the same deal by money -**

You are a partner helping customers expand their business, not just lower costs.

## **You know what “adding value” really means -**

The value with you inside a situation is greater than the value without you in it. You are never a value loss or value vampire. Adding value goes beyond dropping your price.

## **You are a student of business success -**

You have heroes. You know what they did/do to help others succeed. Your social currency is meaningful stories about success, not merely jokes or the latest news or sports drama.

## **You believe in your product’s and service’s ability to transform lives -**

The days of mere transactions are over. Loyalty is based on sensual, transformative experiences.

## **You develop yourself now for when you’re a sales manager -**

You realize it is the intangibles that will be your keys to success; knowledge, network, compassion, how you speak, the language you use, the culture you nurture, the way you manage and share information, how you set up people to win, how you build partnerships around opportunities and challenges.

## **You skillfully read *all* the languages people use to tell you what is true -**

Your own languages are aligned with your desire to serve and help everyone succeed.

## **You remember and celebrate every client success –**

You send flowers, coffee, reasonable gifts and hand written thank you notes at every opportunity to celebrate client achievements – even the ones that have nothing to do with you.