

Your Sales DNA Doesn't Matter

Utilizing what separates you from the crowd for sales success

Editor's Note: In this column space of *Vet-Advantage*, we will give you insight into both basic and advanced tactical selling techniques that will help you serve customers better than ever before. But let us preface this with a warning. The material in these articles is not for salespeople who are not ready to push themselves harder than ever before. It is for the professional who seeks constant improvement, fresh ways to serve customers, and constant learners who are never satisfied with being average. If this is you, it's great to have you on board. Now let's get to work!

Yesterday I sat with an aspiring young sales professional who wanted to know the formula for getting the best sales job possible. I asked him what he thought of his current one. He said it was okay, but that he didn't see a ton of opportunity to grow. I then asked what made him special enough to deserve a better opportunity. He couldn't answer. I followed up by asking him to give me three reasons his manager should give him more responsibility. After drooling on



By Brian Sullivan

I then asked him to flip his hand over and look at his thumbprint. I asked him if it looked like everybody else's in his company. After saying no, I then asked, "If you are so different, why is it you choose to perform your job the exact same way as everybody you are trying to be better than?"

Now it's amazing to think that no two fingerprints have ever been found to match among the billions of salespeople

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himself, he mumbled three things that were merely part of his job. I then told him that based on his feedback, I thought he was doing NOTHING worthy of any additional opportunities. After becoming mildly depressed (I guess I can be called a de-motivational speaker), he began to question whether he really did have the sales DNA to become a top performer.

fighting for fatter commission checks over the centuries. Despite the fact that we all have different sales DNA (along with different fingerprints) here is the sad truth: Too many of us act the same, sound the same and serve the customer the same ... yet expect different results.

Age-old debate

So are great salespeople made or born? Are some folks blessed by being coded with that special genetic make-up that makes people want to meet them, buy from them and set them up with their closest family member? My answer... who cares? You shouldn't. Because the fact that you were engineered differently from all others is really the ONLY thing that matters. In short, one sales DNA is not better than another ... it's just different.

For example, for years I was convinced I could identify who the top performers were as they walked into my seminar room. They smiled a lot, were interacting with others and raised their hand to answer a ton of questions during a training session. What I soon learned was that my non-scientific assumptions were more often wrong than right. I learned that many of the top performers were often introverts who buried their head in their workbooks appearing uninterested in what was being taught. I hadn't thought that these people might actually be taking in the content, processing it, while taking down great notes. Again, their sales DNA wasn't less, it was just different.

Your DNA

So regardless of whether you have a DNA similar to Billy Mays or Ben Franklin it's time for a little exercise. Grab a pen and write down five things that make you different from your peers and competitors.

1. _____
2. _____
3. _____
4. _____
5. _____

Now take a minute to think about how that list would look if a co-worker or competitor filled it in. Would it look similar to yours? If so, your list isn't SPECIAL. Which means you aren't prepared to convince others that you are worthy of any additional opportunities. And the same

thing goes for many companies who also believe they too should expect extraordinary results without doing anything extraordinary. They too have a different DNA make-up but are underperforming because prospects don't see them differently. And when prospects see no difference, they make buying decisions based on the only obvious difference ... PRICE!

Now here's the good news. Regardless of your DNA, nobody controls your destiny but you. Because nobody has that power over you. And if they do, it's only because you gave it to them. Three things that you do control that will get you noticed are:

- Attitude filled with creativity, innovation and enthusiasm.
- Greater knowledge of your products, industry and competition than your peers and competition.
- How much you give and then keep giving without keeping score.

Remember, your gift from above is a DNA that makes you unique. And now is the time for you to identify your special talents, and then share them with everybody you touch. Your reward will be life and a career that gets you noticed, gets you opportunity and gets you to the TOP. ■

Sales Coach and Business Consultant Brian Sullivan, CSP is the author of the book, *20 Days to the TOP - How the PRECISE Selling Formula Will Make You Your Company's Top Sales Performer in 20 Days or Less*. Sign up for his free his free weekly motivation and sales tip by going to www.preciseselling.com. Fun stuff that will keep you focused on getting to the top!