



we help You
make Your Sales Team better

Desired Salesperson Traits

First, what ATTITUDE traits do you want?

- Optimistic, but a realist: This individual maintains a positive outlook while grounding their perspectives in realistic assessments of situations.
- Empathetic: They consistently show compassion and actively strive to comprehend and connect with others' emotions and experiences.
- Curious: Displaying an insatiable desire for knowledge and exploration, they are driven by an intense and unending curiosity.

Second, what ACTION Traits do you want?

- Initiative: This person proactively takes charge and initiates tasks without waiting for instructions, showcasing a self-starter attitude. "You can't push a rope"... They understand the importance of engaging with tasks that are receptive to their efforts, emphasizing efficiency and practicality.
- Self-discipline: Demonstrating the ability to manage their behavior and actions, they stay focused on tasks even when they lack external supervision.
- Accountability: They take full responsibility for their actions and outcomes, acknowledging their role in successes and failures while avoiding excuses or blame-shifting.

Third, what IMPACT Traits are you looking for?

- Persistence and Determination, but not a nuisance: They possess unwavering perseverance and resolute determination, yet they balance it with an awareness of boundaries to avoid becoming overbearing or bothersome. Chet Holmes called it "Pigheaded Discipline and Determination": In alignment with Chet Holmes' concept, they exhibit a relentless commitment to their goals, pursuing them with an unyielding resolve.
- Resourceful: They have a knack for discovering innovative and inventive solutions to address the needs and challenges of their customers.
- Competitive: Driven by a strong desire to excel, they thrive on the thrill of victory and channel their energy into achieving success and outperforming rivals.

EPOCH Sales Management Solutions, LLC
10440 N. Central Expressway, Suite 800
Dallas, TX 75231
David@EPOCHSalesManagement.com
dave@dksalesconsulting.com



we help You
make Your Sales Team better

What COMMUNICATION Traits are key?

- They listen and connect with their prospects and customers: They actively engage in attentive listening, forging meaningful connections with both potential clients and current customers, fostering rapport and understanding.

How do they make a difference?

- They use all the traits above to be persuasive and influence decisions, but not coerce or force bad decisions. By integrating the aforementioned qualities, they adeptly employ their skills to sway decisions in a positive manner, respecting the autonomy and best interests of individuals rather than resorting to manipulation or imposing unfavorable choices.

You need one more trait to add icing to this cake

- Coachability: Acknowledging that no one is infallible and recognizing that growth is essential, this trait emphasizes the importance of being receptive to feedback and guidance. This quality ensures that individuals continue to evolve and improve, avoiding stagnation and fostering a culture of ongoing learning and development.

What drives a successful hunting salesperson?

- Their Optimistic Attitude
- Their Competitive Spirit
- Their Need for Achievement