

# 7 HABITS OF HIGHLY SUCCESSFUL SALESPEOPLE



## 1 Service vs Selling

“The habit is being able to understand that you’re not selling the customer, you’re serving the customer to a better need, to a better want, to a desire. You’re giving them something, or offering them a solution to a problem they have.”

Gavin Zuchlinski  
VP Product, Platform & Scheduling

## 2 Better Every Meeting

“Getting better every meeting. The best sales executives I’ve seen really work really hard to prepare for every meeting.”

Godard Abel  
Co-founder & CE O of G2.com

## 3 Scrappiness

“Scrappy for me is beyond grit. It’s willing to go outside what you normally do so that you can create luck, so you can position yourself to make good things happen.”

Judy Robinett  
Founder & President of JRobinett Enterprises, Startup Funding Expert, Speaker & Author of *Crack the Funding Code*

## 4 Storytelling

“Being able to tell a compelling story is the number one thing that any salesperson needs to master. It’s about making what you are selling or what solution you’re providing relevant to your prospect or your target.”

Jeff Davis  
Associate Director, Business & Brand Strategy at AbbVie

## 5 Curiosity

“Curiosity. Digging very deep into what is behind the product or the service. Not just what benefits it offers, but the entire narrative that surrounds it.”

Tim Sanders  
VP of Customer Insights at Upwork, Keynote Speaker, & Author of *Love is the Killer App: How to Win Business and Influence Friends*

## 6 Note-Taking

“Taking notes. It is an outdated technique, a lot of people think that they can do it electronically, but taking good notes is one of the key skills that a sales professional needs to master.”

Jacco van der Kooij  
Founder, Co-CEO, & Keynote Speaker of Winning by Design

## 7 Resilience

“They need to be resilient. Sales reps have to make sure that whatever is happening behind the scenes of their life is not going to come front and center when they are in a sales meeting or serving a client”

Allison Graham  
Author of *Take Back Your Weekends: Stress Less, Do More, Be Happier*



Candid conversations with 950+ of the world’s most exciting sales leaders. Subscribe and listen on your favorite podcast platform.



Enjoy the Sales Enablement podcast? Then you would also like The RevOps Podcast! Check it out on your favorite podcast platform.