What do I think is the DNA that makes a great salesperson?

I work very closely with an international sales assessment company based in the US and Canada.

They have measured literally hundreds of thousands of salespeople who work in the salary, and commission environment.

These people are in real estate, insurance, media, and such like.

I have personally used them for my salespeople and for my clients.

Any good salesperson can measure up well in their interview if they are worth their salt.

The challenge is to really know what makes up that person's DNA when it comes to sales.

Here is what this assessment company believes makes up the DNA of a successful salesperson.

Performance = Talent x Habits x Opportunity.

These are considered the keys to performance when it comes to sales.

Let me explain each one with a tip or two thrown in.

Talent – Can this person actually do the job? Look at skills, education, and credentials. These should always be able to provide some insight into the applicant's ability.

Habits – Will this applicant really work hard to realise their potential?

I have seen this time and time again where a potential salesperson has all the talent in the world, but if they are not willing to work hard enough to realise that and use that potential there is no way they are going to succeed in sales.

Check habit and work history. While any assessments are excellent and in my opinion are a

must, don’t use them in isolation.

It’s important to weigh up the whole process.

Opportunity – This is the third and final trait or DNA that makes up a great salesperson.

Is this person in front of you, a good fit for your organisation?

Again I have been presented with a great salesperson but I know that while they might have all the habits and talent I have to ask the question.

“Do they fit my culture?“

Fitting into a culture helps them transition better, they feel part of the team.

This is often overlooked, and many companies have ended up with an unhappy salesperson and unhappy team.

As per my video.

If you would like a copy of this information, along with what I consider key character traits, that every salesperson should have.

Then feel free to direct message me on LinkedIn and I will send you a copy.

Good selling.

Head over to my Youtube for more.

Whatever career you decide to take in sales, it’s always good to get some help.

That’s why you can get FREE in your inbox every morning for 7 days; the 7 Day Sale Challenge.

Hop on over here and subscribe.

For more content like this, please make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!