

As we dive into 2019, it's often a time for reflection; a time to review both the good bits, and the not-so-good bits.

I am often asked this question from owners and sales managers.

"Mike what make a good sales person and what should I look for?"

"What are the behaviours you think are the most important for sales people in this new selling environment?"

"What abilities do you believe are going to help salespeople in this new selling environment?"

Here is my take on it, as you start the New Year.

I am going to address one behaviour at a time, in each blog.

I want to do this because it's not okay to accept just anyone that shows up in an empty suit.

Having hired literally hundreds of sales people, I know what makes the good one's tick.

1. Self- Management

This first behaviour is one of the most important skills that I look for in a salesperson. It can be a lonely job selling. Often, you are wanting your sales team to be able to take instructions, and make sure they can be confident to be comfortable.

I want my salesperson to be able to focus on their own personal effort to achieve their goals. Why? I do not want them to be forever coming to me for the answer. Good self-managers work it out for themselves. You want to know that your salesperson has the capacity to utilise his/her efforts on their task load and attain their daily objectives.

2. Survival Capabilities

In my business, we had a salary and at-risk structure in place. Survival in that environment requires the salesperson to take control of the sales process.

If you are able to select the person that also has the motivation, then your salesperson ticks off the first important trait you need to look for -Self Management.

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!