As we dive into 2023, it's often a time for reflection, to review both the good and the not-so-good bits.

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

"Mike, what makes a good salesperson, and what should I look for?"

2023 they tell us, is going to be a tough year; I guess the way you look at it, it just might be 365 opportunities to get better.

It might be the time to invest in yourself.

In this article, I talk about hiring the right salespeople.

"What behaviours are the most important for salespeople in this new selling environment?"

"What abilities do you believe will help salespeople in this new selling environment?"

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

I will 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 hundreds of salespeople, I know what makes the good ones tick.

1. Self-Management

This first behaviour is one of the most important skills I look for in a salesperson. It can be a lonely job selling. Often, you want 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 effort to achieve their goals. Why? I do not want them to forever come to me for the answer. Good self-managers work it out for themselves. You want to know that your salesperson can 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 can select the person with the motivation, then your salesperson ticks off the first important trait you need to look for –Self Management.

Check out a special video I have put together to help you select the right salesperson for your company. https://www.youtube.com/watch?v=biXKMYnK_eE



If you’re reading this here, I have put together a video on how to hire a salesperson in a competitive environment. https://www.youtube.com/watch?v=biXKMYnK_eEI