



## What is Your Pinnacle of Sales?

Have you defined the point at which you know you'll have reached the pinnacle of you being a sales professional? Or maybe it's something on your radar...a goal is a good thing. More than most trades or professions, sales is one offering a wide swatch of what might be determined as "success" barometers. I urge you to rise among those commonly held.

Harvard Business Review did some excellent work on the typical makeup of salespeople, and it was not flattering. Far too few apply themselves towards mastery of the trade. And of those that do, even fewer have the awareness or discipline to go beyond their instinctive strengths. It's these instinctive traits that typically define a salesperson's style or approach, those being:

- Relationship Builders
- Hard Workers
- Lone Wolves
- Reactive Problem Solvers
- Challengers

The rare among us blend the best traits of each as their situation and abilities allow. I say rare because this requires bringing our weaknesses to a level of competence rather than relying solely on strengths.

Also, among the exceptions are those who learn their industry and products/services exceedingly well so as to enable them to trusted technical advice.

And fewer go a step further and develop classical *business* acumen, creating more value among two or more partners than is possible alone. (Again here, one's environment may limit development of this potential.) And even fewer go a step further and make serving their fellow man a north star of how their work is conducted.

Across all five traits live those so few whose integrity is the most valuable trait. At which point, one is ready to practice from the pinnacles of the sales profession, doing so in the Stewardship framework. When one approaches the marketplace from one of servitude, where the work becomes selfless. When there's vision involved and executed, where the responsibility and opportunity of the moment is seized. This person will shape lives and their industry in a positive and arguably timeless way.

Reaching the pinnacle is not for everyone as it requires mastery of several facets, some of which may not provide the return needed to justify the time and attention needed given other goals the person may have. And reaching the pinnacle is quite aspirational. Don't expect to master it until practicing the profession for possibly decades.

But regardless of how far you push yourself, my wish for you is to be a paragon of virtue in the ranks calling themselves a sales rep.

