

The Power Of Personality in Selling

By Joe Heller, High Performance Sales Coach

When a business is built around an individual's personality, that distinction often adds 10%, 20% or more to the company's ability to attract and retain customers.

This is most often seen in mail order, Anita Roderick, Lillian Vernon, Richard Thalheimer are all testaments to the power of personality. In mainstream advertising, classic examples are Lee Iacocca, Dave Thomas, and Jack Welch.

Personality marketing is a powerful yet, underutilized tool that has an uncanny ability to build trust and respect in the market. Trust and respect are the two essential pillars that denote a successful sales campaign.

In a nationwide survey of purchasing managers the question was asked why they bought a particular product from a specific company. Their answers may surprise you...

- # 1 -- The decision maker trusted the person selling the product
- # 2 -- The decision maker respected the person selling the product
- # 3 -- The decision maker respected the company selling the product
- # 4 -- The features and benefits of the product
- # 5 -- The cost of the product...

What's interesting about the survey of 1,200+ decision makers from across multiple industries is answer number eleven.

- # 11 -- How much they like the sales person

Personality driven selling today based on trust and respect, not on boon-dongles. When used in the right context, Personality Selling will help you takeover and secure the #1 spot in your market niche.

One final note; in order to become a successful in selling you must become an avid student of what works in selling. I developed the Revenue Warrior Selling System (TM) to give you a competitive advantage and succeed against your most challenging competition. You can find the Revenue Warrior Selling System (TM) on my site <http://www.JoeHeller.com>. Go there right now and click on the Revenue Warrior Selling System (TM) to learn more. It's a great resource from my personal library for yours.

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Joe Heller, Sales Coach
High Performance Sales Coaching
713.927.4494 :: 1.888.543.5537
joe [at] joeheller.com :: www.joeheller.com

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