

# 7 HABITS OF SALES PROFESSIONALS™

SALES DIAGNOSTIC TOOL



The **7 Habits of Sales Professionals™** is a sales diagnostic tool that helps to maximize sales performance. It is effective as a self coaching assessment as well as for coaches who are managing sales professionals.

## **7 Habits of Sales Professionals™**

- Identifies strengths and growth opportunities
- Helps to focus daily effort and activities
- Streamlines the coaching and development process
- Maximizes sales potential

Now more than ever, competitive organizations must see a return on the investment they make in their sales professionals. The **7 Habits of Sales Professionals™** is based on over 12,000 successful coaching sessions and provides detailed insight on how to improve the sales attitudes and behaviors of successful performers.

**SELFMANAGEMENT**  
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## The 7 Habits of Sales Professionals™

1. BEING YOUR OWN ALLY
  - Maintaining a positive outlook
2. MAXIMIZING RETURN ON ENERGY
  - Focus on productive activities
3. PROSPECTING
  - Consistently finding the right new clients
4. DEVELOPING A COMPELLING STORY
  - Customized sales approach for each client
5. BECOMING A MASTER OF COMMUNICATION
  - Ability to understand and present an effective message
6. SHARPENING THE SAW
  - Practicing and refining sales skills
7. KEEPING SCORE
  - Monitoring performance and results

### REPORTS FOR BOTH THE SALES PROFESSIONAL AND THE COACH

#### For the Sales Professional

- 9 page report with self coaching suggestions
- Identifies strengths and growth opportunities
- Action Planner/Development Guide

#### For the Coach

- 9 page report with coaching suggestions
- Helps a coach facilitate growth of individual sales professionals
- Interpretation Manual and Coaching Guide



The Sales Professional and Coach commit to the same plan!!!

For a free demo and complimentary consultation contact:

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