




# What Causes Salespeople to be Successful?

SKILLS or ATTITUDES




Member Monday – May 8<sup>th</sup> , 2023

Coach Donna Stott - Your Coaching Matters



**Think of a Successful  
Salesperson you've known in  
the past and whom you  
*Admire.***

**Just one.**

- 
- Could be one of our Agents with Your Coaching Matters.
  - Could be a competitor in your Market.
  - Could be top producer with your Brokerage or Franchise.

**You all know one, get them in  
your minds eye.**





**Now close your eyes  
and “see them”**

If you’ve heard them, hear them.

I want you to really connect with this person in your brain.

- ▶ Think of how they look.
- ▶ Of How they sound.
- ▶ What is their demeanor?
- ▶ How they are with others?
- ▶ How are others with them?

**Spend a minute thinking about them, as I am silent.**

**No judgement, or opinions...  
just sit in observation.**

**One Minute Countdown to THINK about YOUR Salesperson**





Using your sense of  
Eyesight, tell us what  
they personally, or  
their surroundings  
look like.

Everyone contribute  
an Adjective or two





Using your Sense of  
Hearing, tell us what  
they sound like


Everyone contribute  
an Adjective or two





Tell us about their Demeanor  
aka their “bearing”  
Everyone contribute an  
Adjective





What other  
Characteristics do you  
observe – again,  
without judgement -  
that make up their way  
of being?

– Everyone contribute  
an Adjective





Some or All of these  
Characteristics  
make up a picture  
of a Successful  
Salesperson

Let's Review some  
of those words:





- Ability to Block Distractions/Focus
- Ability to Clarify the Foggy
- Always growing
- Always have marketing materials on hand
- Attention to Detail
- Calm
- Caring
- Clean Car
- Collaborator
- Committed
- Compassionate
- Confident
- Consistent
- Courageous
- Curious/Ask lots of ?s
- Delegate
- Don't have bad habits
- Early into office
- Efficient
- Empathetic
- Empowering
- Flexible/Adaptable
- Friendly
- Generous
- Gently present truth
- Get over setbacks fast
- Get things DONE
- Give extra effort
- Good at relationships
- Good eye contact
- Good Negotiator
- Grateful
- Hair well kept
- Have a "style"
- Have Goals/Plans/Routines
- Impactful/Influencer
- Interpret Data Well
- Keep it Simple
- Kind
- Know Objection Handlers
- Know their Business Numbers
- Leader in Groups
- Look, See, Tell the Truth without judgement
- Love their job/Enthusiastic
- Loyal
- Market Knowledge High
- Open to feedback/Coachable
- Organized/Neat
- Patient
- Persuasive
- Presentation Skill High
- Prosperous Mindset
- Really Present with others
- Responsible
- Scheduled
- Self-Motivated
- Smiling
- Speak clearly and clarify what others say
- Speak with authority
- Strong Mindset
- Supportive
- Tenacious
- Truthful even when it's hard
- Well Dressed
- Winning Attitude
- Work Ethic High





Let's pause and discuss  
Skills and Attitudes.



Also known as Hard  
Skills and Soft Skills



## Definition of Hard Skills and Soft Skills (Attitudes)

Both can be learned however one is Technical knowledge that you learn... and the other is more of an Attitude a person holds.

Note that in most Education, including Real Estate School you are taught Hard Skills. How to Type. How to Calculate Payments. How many people on the Realtor Board. What fine you get for what errors, and so on.

Yet most Salespeople say what they learned in school and real estate school wasn't helpful in their real-life careers, right? If you were a programmer, you might agree that you learned what you needed in school, but Salespeople are a different Matter.

### Example:

A Hard Skill might look like being able the RECITE the Code of Ethics.

A Soft Skill might look like LIVING the Code of Ethics.

See? Any Questions?



# Now... as we go through these again, come off mute and say aloud if this Characteristic is a Hard Skill or more of an Attitude (soft skill)?

- Ability to Block Distractions/Focus
- Ability to Clarify the Foggy
- Always growing
- Always have marketing materials on hand
- Attention to Detail
- Calm
- Caring
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What did you notice?



So... if MOST of what makes a Great Salesperson you  
Admire is a SOFT SKILL or ATTITUDE

*How do you plan to improve that?*

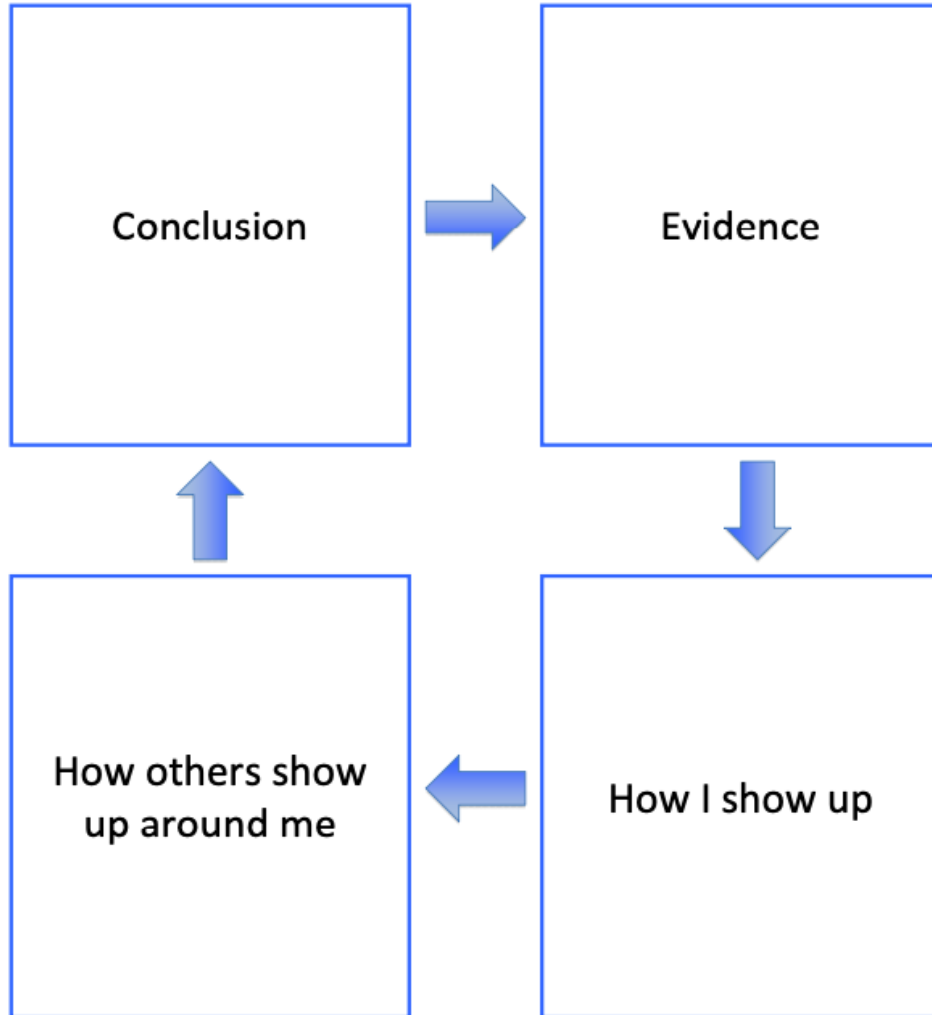
If you chose just ONE Quality to work on first, what  
would that ONE thing be?

I'd like each one of you to choose just ONE.





# The 4 Boxes



Reviewing the  
**4 Boxes Tool**  
which box is yours  
to look at *first*  
around the ONE  
Quality you chose?

Do we have a  
Volunteer willing to  
work with us on it as  
an example?



Now  
Define Clearly

What is your first  
Small Sweet Step to  
take?

Something you can  
do TODAY?



Thank you for Joining us this  
Member Monday

May it cause you to move  
**FORWARD** on your **BETTER**  
Real Estate Career today!



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