



## [Superstar or slouch? Study reveals what sets top salespeople apart](#)

March 16, 2010 by Bob Hill

New research has uncovered the one trait most sales superstars share — and several others that differentiate the top producers from the bottom feeders.

The study, conducted by *Psychology of Sales Reluctance* authors George Dudley and Sharon Goodson, was based on interviews with over 1,000 sales execs across multiple industries.

It found the one common trait almost all of today's sales superstars share is an innate willingness to prospect consistently, whether by traditional means or new outlets — like social networking and online forums.

The study also found these four key differences between top-producing salespeople and low performers:

1. Low performers often fear their cold calls will be seen as pushy or intrusive, while top performers assume their calls are welcome because they have info that can help the prospect's business.
2. Low performers generally feel there are only certain hours of the day when cold calls should be made, while high performers feel any time is the right time.
3. Low performers blame poor results on non-receptive prospects, bad leads or poor market conditions, while top performers look at their own performance and key metrics to determine what needs adjusting.
4. New hires who get a job based on prior experience often don't live up to expectations because they're unwilling to learn a new system, while those who show a genuine enthusiasm about learning the new process tend to perform at a higher level.

How are you going to identify those sales professional that can go out day after day self motivated to prospect? And once you identify those "hunters" how can you provide them the selling and motivation for sustainable results? Let PI Worldwide's sales and management solutions help. [www.PIWorldwide.com](http://www.PIWorldwide.com)

*Source: "The Psychology of Sales Reluctance" by George Dudley and Sharon Goodson (Behavioral Science Research Press, 2009)*