

## GOOD SALES HABITS

**Habit, if not resisted, soon becomes necessity.** (Saint Augustine)

Everyone has habits—good habits and bad habits. Good habits lead to a healthy lifestyle and productive career. Bad habits take us down a different path in life. Habits shape and re-shape the brain. A pattern of behavior repeated over time carves neural pathways in the brain that result in habitual and automatic responses.

Not doing something is as much of a habit as doing something. For example, not planning your sales calls is as much of a habit as planning your sales calls. Value-Added Salespeople make it a habit to do what others consider to be a hassle. Value-Added Salespeople make these behaviors habitual:

**Plan every call.** Winging it is for the birds.

**Silence your cell phone before every call.** Emergencies aside, attending to your cell phone on a sales call is just plain rude.

**Listen more than you talk on sales calls.** Recent studies (2012) have shown that people who listen more than they talk are rated as more influential by their peers and co-workers.

**Finish every sales call by asking for something.** Why would you make a sales call without an action objective?

**Out-deliver your promises.** The number-one way that salespeople build trust with customers is to follow up on their promises.

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