

Qualities of Successful Sales & Business Development Professionals

The first step to becoming a successful sales and business development professional is recognizing some of the key characteristics that such professionals share:

1) Technologically Savvy

Successful sales development professionals use a wide range of technological tools to attract new customers.

For example, millions of people today utilize social media to learn about products, play games, make purchases, and communicate with others. Having a strong social media presence and knowing how to interact with prospects on social media is instrumental to successful sales development tactics.

Furthermore, modern day sales teams heavily utilize software and automation tools as part of their sales development processes. For outbound prospecting tools such as Outreach and Salesloft to Customer Relationship Management (CRM) tools such as Salesforce, technology is everywhere. Knowing how to utilize software is a prerequisite.

2) Good Team Players

A successful sales and business development professional is a team player. Many sales development professionals operate in a highly individualistic manner and view competition as the best way to attain desired outcomes. Competition is typically predicated on the idea that there is always a winner and loser when individuals interact. This is divisive and tends to result in the formation of hierarchies that motivate individuals to outperform others out of fear that they will “lose” and thus be perceived as inferior, insignificant, or incompetent.

In a cooperative model, by contrast, the desire to achieve a goal is valued, but the perceived need to dominate or control others during the process is not.

Cooperation is healthier, more inclusive, and produces results. A team player prioritizes what is good for everyone in the sales process, regularly communicates with their colleagues and actively listens rather than trying to shout over others or simply get their point across.

Team players optimize a wide range of soft skills, including the ability to negotiate. Individuals who know how to actively listen can better recognize what the other party is trying to attain during negotiations. Being a team player can empower sales development professionals to succeed.

3) Authentic

Individuals often assume that sales and business is a highly superficial, inauthentic world. Although this is often the case, the most effective salespeople remain true to their values while interacting with other people.

Authenticity in the context of sales and business means telling your prospective clients the truth about the products and services that you are selling. Authentic salespeople earn the trust of prospective clients by speaking truthfully and sincerely, without misrepresenting what they have to offer. Authentic salespeople are confident that they are offering customers products and services that will truly benefit them. This confidence gives salespeople a greater level of assertiveness when they are speaking to the public about their brand, and in turn is appealing to prospective clients who want to know whether your product will benefit them.

Conclusion

If you are serious about attaining high levels of success in sales and business development you can start by acquiring these key attributes as you sell products and build your business. Review the information above to get started on your journey to become the best sales professional that you can be.