



## Busting 7 Myths About Top-Performing Salespeople

**Myth # 1:** It's easy.

**Reality:** Sales involve thought and action. Top performers understand that sales is about execution and results.

**Myth # 2:** It's natural.

**Reality:** Top performers train just like world-class athletes. They are big on discipline and routine.

**Myth # 3:** They want to see everyone else fail.

**Reality:** Sales stars don't tie their wins to other's losses.

**Myth # 4:** They only care about making money.

**Reality:** Great salespeople value relationships above all else.

**Myth # 5:** They are pushy and intrusive.

**Reality:** World-class salespeople ask a lot of questions to uncover the underlying challenge rather than to just make the immediate sale.

**Myth # 6:** They are self-centered and egotistical.

**Reality:** Top sales performers are highly efficient and seek to execute with precision and consistency and are often their own worst critics.

**Myth # 7:** They are driven by rewards and recognition.

**Reality:** They may welcome a little affirmation but aren't comfortable with adulation – and as soon as they attain their goals, they set higher ones.