

Letter of Endorsement



TheRevenueBuilder
Suite 500 – 666 Burrard Street,
Vancouver, BC
V6C 3p6

Attention: Pauline O'Malley

Dear Pauline:

Re: Are Salespeople Born or Made

About the question of whether a salesperson is born or made, I'd say there's a bit of both, with considerably more on the "made" side of things. Some of the innate qualities I've seen in good salespeople are:

- Extroversion: an interest in meeting, speaking with and listening to customers and prospective customers
- Charisma: the ability to develop a relationship with customers in a natural and believable way
- Competitiveness: the desire to sell. This person gains joy from a successful sale and takes defeat personally. They will find creative ways of getting the sale, and not just "go through the motions" of submitting proposals to customers on a shotgun basis.

The value I see in sales training, especially for those who aren't "10 out of 10" in some of the above qualities, include:

- Confidence, confidence, confidence. If one doesn't have this, they shouldn't try to sell. Providing knowledge of how to sell and specific sales skills are incredibly helpful in developing the confidence necessary to be effective in sales.
- Coaching can provide a useful sounding board and a source of ideas for more complex or difficult sales situations.
- TheRevenueBuilder in particular provides a logical progression of a sales situation, answering the question, "What should I be doing now?". The structure of TheRevenueBuilder also ties together the various skills (eg. prospecting, developing, closing) in an intuitive way. Even those who are "natural" salespeople can benefit from this.

All the best,

Andrew Thurlow, MBA, Chem. Eng.