

# The Essence of Excellence

Success is neither magical nor mysterious. Success is the natural consequence of consistently applying the basic fundamentals.

JIM ROHN

Why do some individuals and organizations fail, while others succeed?

Based on the sales mastery model, here three lists that succinctly answer that question:

SELF	
Top	Average
<ul style="list-style-type: none"> <li>• Raise their bar</li> <li>• Identify their sales DNA</li> <li>• See problems as goals</li> <li>• Plan. Do. Review.</li> <li>• Know and do</li> <li>• Invest in coaching</li> </ul>	<ul style="list-style-type: none"> <li>• Maintain their standards</li> <li>• Assume they have the talent</li> <li>• See problems</li> <li>• Guess. Gamble. Mour n.</li> <li>• Know, but don't do</li> <li>• Try to go it alone</li> </ul>
STRATEGIES	
<ul style="list-style-type: none"> <li>• Align with Buyer's Psychology</li> <li>• ID client's decision criteria .</li> <li>• Client-specific strategies</li> <li>• Competitive Intelligence</li> <li>• Clear value proposition.</li> <li>• Remains engaged after the sale</li> </ul>	<ul style="list-style-type: none"> <li>• Lead with Seller's Psychology</li> <li>• Ignore the client's criteria</li> <li>• One strategy fits all</li> <li>• Competitive Assumptions</li> <li>• Unclear value proposition</li> <li>• Walks away after the sale</li> </ul>
SKILLS	
<ul style="list-style-type: none"> <li>• Client-centric</li> <li>• Sell to multiple contacts</li> <li>• Pre-call plan</li> <li>• Link solutions to client's goals</li> <li>• Plan questions</li> <li>• End call on specific next steps</li> </ul>	<ul style="list-style-type: none"> <li>• Seller-centric</li> <li>• Have one contact</li> <li>• Plan to wing it</li> <li>• Feature Dump</li> <li>• Plan presentations.</li> <li>• End call with general next steps</li> </ul>