



What separates Top Performers from Average Performers in Sales?

Based on the content within Daniel's National Bestsellers, here's the list:

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