

# Top Sellers

## Anatomy of the Highest-Performing Salespeople

# What is a “high-performing salesperson?”

**Definition:** A high-performing salesperson drives the bulk of the revenue for a company, product, organization, etc.



On a sales team of 10, you may have only 1 or 2 “high-performers.” That’s it. These are sellers that truly drive your business and create change. They do not need to be managed. Instead, they need to be supported. They are a rare find.



As far as the rest of the team of 10, 2 sellers will fail. And the other 6 sellers will do well, but will require a manager’s direction and tend to represent the middle of the road, delivering middle of the road/mediocre results.

# Why is this important?

- 1 “Selling” has mass appeal. No matter who you are, or what you do, everyone, at some point, sells something. It could be selling in an idea, a product, a partnership, to ask for more money, or even to sell your own personal brand.
- 2 Knowing what the **Top Sellers** do, how they think, how they prepare, and what drives them will help accelerate your own success in selling - no matter what it is.

# Who is Allison?

She represents a **Top Seller**.

- Proven-revenue producer, especially within startup/entrepreneurial environments
- Not a transactional seller
- Never represents a must buy
- Loves to “fight” for the money, prove her differentiation, showcase her value - all to win the deal
- Published Author, *Little Black Book: Asking For Money*



# Let's Start.

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What drives **Top Sellers**?

**Money.** That's it. Plain and simple.

Ask yourself: “*what drives you?*”

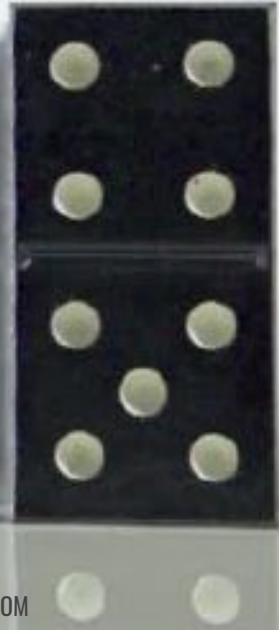
If you do not instantaneously say, “money,” you are not a Top Seller.

You may be good, but you are not the top performer.



# What do **Top Sellers** need from their management?

- Respect in their drive and need for independence
- Support in their potentially out-of-the-box approach and their asks
- Protection in keeping them out of trouble - internally and externally





# How Top Sellers Think

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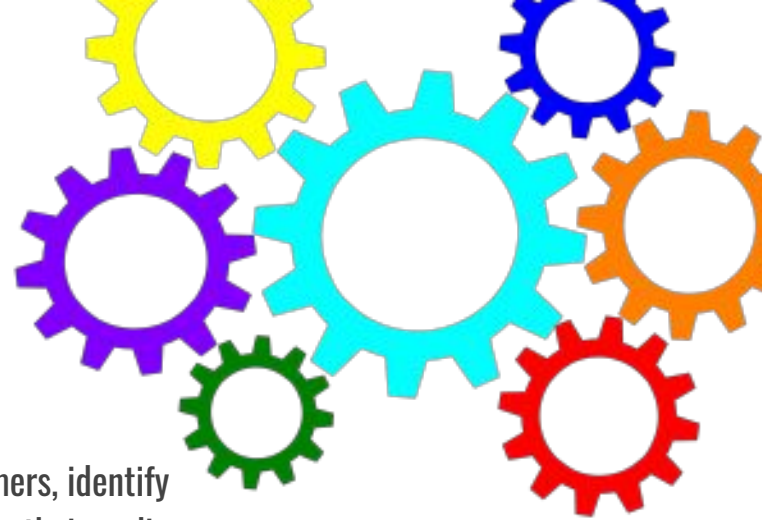
# How Top Sellers Think

Top Sellers are **Strategic Marketers**.

They are **Expert Storytellers**. They naturally know how to connect with customers, identify decision makers and create a story that's captivating, inspiring and authentic for their audience.

They know the importance of **Showcasing Value**. Those that hold the purse strings want to know what they are getting for their investment and why. A Top Seller will spell this out - clearly and proactively.

They know how to **Prove Differentiation**. The fight for funds is tighter than ever these days. You've got to present your offering, as well as identify how you are different and the better choice vs your competitor. A Top Seller will do this thoughtfully and without bad-mouthing their opponent.





# How Top Sellers Think

Top Sellers are **Always Closing**.

Yes, there is some truth to the famous monologue Alec Baldwin gave in the 1992 film *Glengarry Glen Ross*.  
“ABC - Always, Be, Closing.”

Top Sellers know how to **move the customer down the purchase funnel**. They know how to move from one step to the next. Whether it's get the customer to take a call, a meeting, hear an idea, take a second meeting, see a proposal, see a contract, you name it. Top Sellers skillfully and purposefully guide the customer through each step.

Top Sellers see every interaction, whether it be formal or informal, as an opportunity to move the customer closer and closer to working together.



# How **Top Sellers** Think

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Top Sellers recognize (and respect) that **Sales is a Roller Coaster.**

Top Sellers know how to **patiently work through the highs and the lows.**

When it's up, and deals are closing, Top Sellers are modest. They do not flaunt their success. They do not count their commissions, and they continue to prospect and work. They turn into coaches and mentors among their colleagues.

When it's down, and things are not clicking, Top Sellers keep their heads up and continue to work. They are thankful for opportunities, and they know a wave will come again soon.

# How Top Sellers Think

Top Sellers are **Always Available to a Customer.**

It's goes back to "what drives you."

**If you want to make money, you are available.** If you want to close a deal, you are free. Top Sellers never "check out." They never put their out of office message on their email. They are always available for their customers.

**Sales is self-inflicted pain.**

If you want to close the deal, you apply pressure to yourself. You'll chime in on that email, or conference call, even on your vacation.



An illustration of a person's hands typing on a laptop keyboard. The laptop screen shows an email interface with a message from 'Liz Corbin' and a 'Close again' button. To the right of the laptop is a coffee cup on a saucer and a book. The entire scene is overlaid with a semi-transparent red banner.

# How Top Sellers Work

# How Top Sellers **Work**



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Top Sellers **Know How To Find The Money.**

Accepting **“no” as an answer is not an option for a Top Seller.**

When one door closes, a Top Seller will find another door, or even a window in, and strategically.

Top Sellers know how to surround a prospect from every angle, navigate all of the “ways in,” and do so thoughtfully.

**Give a Top Seller an account your team can't break.**

**They love those the most. They will figure out a way in.**

# How Top Sellers Work

The background features a large, faint target symbol in the center. To the right, there are several yellow gears of different sizes and a glowing lightbulb with rays emanating from it. The overall color palette is soft, with pinks, greys, and yellows.

Top Sellers **Keep Their Mouth Closed and Their Ears Open.**

A Top Seller is an **incredible listener**. They actually don't speak much when they are with customer.

When Top Sellers do speak, it's to ask the right questions, and to "dig into" the customer's needs, wants, dreams, challenges, and more. Top Sellers are solution-seekers and want to solve problems for their customers - **that's where the biggest budgets live.**

**A Top Seller's 25/5 Rule for a 30 minute meeting with a customer:**

- First 25 minutes - Top Sellers are asking questions, listening, gaining intel
- Last 5 minutes - Top Sellers position their offering as the solution against the customer's needs





# How **Top Sellers** **Work**

Top Sellers are **Organized. *Insanely Organized.***

Being this organized is a skill, and the details matter. **Ask to see a Top Seller's wallet.**

It's simple. It's minimal. Bills are stacked highest to lowest, cards have designated spots.

If your own wallet isn't organized, how are you going to be on top of your game when it comes to selling?

The more organized and buttoned-up you are, the more confident you will be perceived. Your attention to detail will be noticed and clients will believe you will employ the same level of care to their business.

**Know Your Customer** - know their business, their competitors, and them personally. Over-prepare.

**Follow-Up** - be timely, thoughtful, thorough, and provide value.

**Be Early** - if you're on time, your late. Never keep a customer waiting on you.

# How Top Sellers Work

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Top Sellers **never** say, “**Fingers Crossed!**”

Top Sellers do not use that expression.

It's that moment when you're waiting for the final verdict: you want approval on the funds. You may feel good about it. You may have been working on it for months...even years.

**Saying the phrase, “Fingers Crossed!” will not help you.**

Top Sellers think about what they are *actually doing* to close the deal.

Have they met everyone that has a say in the decision? One “no” can distract a seller from closing.

Have they been proactive in persuading the customer to a “yes?” Have they made it easy for them to say “yes?”

Top Sellers ensure they have done everything. They are not crossing their fingers.





# How **Top Sellers** Work



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Top Sellers are **Always Prepared.**

Yes, Top Sellers prep and research before meeting with a customer. That's a no brainer.

Top Sellers also think about what they “could” need. **Top Sellers always have swag.**  
That “gift” they can pull out of their bag and surprise their customer.  
Newly pregnant? Here's a branded onesie.

Top Sellers always have unlimited pens, business cards, a notebook, dongles for every projector connection (not every office has what you need), a personal hotspot (you can never rely on a customer's WIFI), and a bottle opener.  
Yes, you will use it. Trust me.

# How **Top Sellers** **Work**

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Top Sellers are **Never In The Office.**

**Selling = Activity.**

As previously stated, sales is self-inflicted pain. Top Sellers apply pressure to themselves. No one pushes them, they push themselves.

Top Sellers know they've got to create activity to make money.

If you do not have meetings, calls, or you are not traveling to meet your customers, or networking, you are not selling.

Smart managers know that if their sales team is in the office, they are not actively selling.

# Summary: Anatomy of the Highest-Performing Salespeople

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## How Top Sellers Think

- Strategically, Thoughtfully
- Always Closing
- Ride the Wave
- Always Available

## How Top Sellers Work

- Find A Way “In”
- Keep their Mouth Closed
- Keep their Ears Open
- Insanely Organized
- Do Not Cross Their Fingers
- Prepared
- Never in the Office



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