



Strategy...Growth...Exit

## True-North Update



May 2009

## FIVE INGREDIENTS FOR SALES SUCCESS

Being a sales professional means knowing you are a salesperson, honoring your occupation, and making the customer's needs primary.

Rob A. O'Byrne, president and CEO of Robert D. O'Byrne & Associates in Kansas City, put it this way: "A star producer gives without expectation of immediate return."

Do you need a passion to excel? Absolutely! Five ingredients are necessary for building a successful career in sales.

Visualize each trait as a step on a solid and durable pyramid, a structure that withstands the test of time. If you build your sales career with these ingredients, your success also will last a lifetime.

### 1. Interest

First you must have an interest in selling. Be enthusiastic and diligent to try new approaches and techniques.

### 2. Attitude

A common denominator of many great insurance salespeople, both past and present, is the right attitude. People can change their lives when they change their attitude.

### 3. Energy

Energy is developing your capacity to succeed by improving a little every day. It takes time and thought to get the deal done.

### 4. Method

Salespeople are not born, they are taught. You must have a precise, step-by-step procedure that covers all the points in the selling process, leaving nothing to chance.

## *ABOUT*

### Compass Point, Ltd

Compass Point helps closely held and family businesses, with revenues between \$2MM and \$100MM, grow and transition the ownership of their businesses. We are a business management consulting firm that helps our clients figure out where to make their money, how to sustain their growth, and how to build a business legacy. We focus on strategy, growth, and exit. Our clients typically outperform their competitors 3:1.

#### Primary Services:

- \* Ownership Planning™
- \* Strategic/Business Planning
- \* CFO Advisory Services
- \* Sales Organization Advisory Services
- \* Business Management Consulting

## 5. Success

There is marvelous self satisfaction in accomplishing something that is important to you.

Forming the habit of doing what is necessary, although you might not like it, separates winners from the unsuccessful. "These are people who are unwilling to fail; they will do whatever is necessary, within ethical and moral boundaries, to succeed," states O'Byrne.

Selling, I believe, is the greatest profession in the world. Sales pros know that the old, hard-sell concept has been replaced by sales professionalism. And successful business people throughout the organization understand they are always selling, whether it is their concepts and leadership internally, or as they represent their company externally.

To become a star producer, you must focus on building relationships and providing superior service, setting goals and developing methods to reach them.

*Source: Roy Chitwood, sales consultant, Seattle, WA*



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**Wednesday - June 17, 2009**

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## ***GET IN TOUCH***



***Establishing True North...together.***

**Strategy ... Growth ... Exit**

**1011 Brookside Road  
Suite 302  
Allentown, PA 18106**

**Ph: 610-336-0514  
Fx: 610-336-4857**

**Tom Garrity**  
Managing Partner  
CEPA  
[tgarrity@compasspt.com](mailto:tgarrity@compasspt.com)

**Visit our Website:**  
[www.compasspt.com](http://www.compasspt.com)