



# Klassifieds

SUBSCRIBE NOW!

digital edition



<http://subscription.nstp.com.my>

1300 22 6787

[www.1k.com.my](http://www.1k.com.my) | 1300 808 123 (Local) | +603 2299 6000 (International)



PROFILING THE SUCCESSFUL SALES PERSON

## Q&A

CORPORATE COACH ACADEMY

By Dr Michael Heah



CEO/Adjunct Professor/ Master Certified Coach

INSIDE : SEARCH AND BOOK

**Find now!**

### ATTAINING A FULFILLING SALES CAREER

**Q:** I got into sales because I couldn't think of any other profession where I could earn the most money for the financial freedom I always wanted. For a long time, I mistakenly thought I had landed onto the right profession for I did make a lot of money, met lots of people and travelled widely. However, after eight years down the road, I began to realise that my life is empty, and my job is more of a chore than anything else. I can't figure out why I'm feeling this way now. — *Disillusioned*

**A:** Your story reminds me about the theory of the iceberg that states that what people see someone on the outside is so little of what's really inside them. Putting it in another way: 'beauty is only skin-deep', for real beauty lies beneath the person. This seems to be your case.

The Bottom Line: Making money alone in the long term hardly makes people's life fulfilling. After a while, the charms of money die off, they are back to the basics of life of life, meaning family, health, friends and so on. These are the true measures of success and happiness. No wonder your career is spiralling down as you are out there only to make money instead of making a difference to people. Your motive becomes obvious to them and sooner or later, they get put off by your personal agenda. One quick way to find out what really will make you successful and satisfied is to identify what is still missing in your life. You need to be open, even brutal to accept the truths in you. Once you know what they are, it becomes easy to know how to get there.

Powerful Questions:

- What is it that the money you wanted is not giving you?
- What then is making you feel this way?
- What is it that is still missing?
- What is the kind of life that will make you feel more complete?



For more details of the Certified Master Coach and other coach programmes, call 03-62054488 or log in [www.corporate-coachacademy.com](http://www.corporate-coachacademy.com). Read the 'Stories That Coach' at [www.mikeheah.com](http://www.mikeheah.com)

**Q:** I have two questions for you. The first is whether an introverted personality with average social skills like me can make the grade to become a good sales person? The second one is what other traits are critical? I'm asking this very important question because I harbour a strong desire to be successful in this selling field despite lacking in these two traits. What are my chances? — *Explorer*

**A:** There is really no hard and fast rule for anyone who wishes to be a successful sales professional to fit into a certain type of personality, such as big, bubbly, extrovert, dashing personality and others. Actually, those who are successful in this profession do not describe themselves in this way. In reality, for anyone to be successful in anything, be it in a selling or non-selling profession, the most important factor is to be authentic before making efforts to be good in the other areas.

The Bottom Line: Once you are your natural self, the next thing is to work consciously on enhancing your personality. To know which of these areas is to think for a moment when you bought from someone recently; what made you do so? In the same vein, if you didn't do so, what caused you to reject this person? You will then have a good profile of a successful sales person.

Powerful Questions:

- What are your five words to describe what a good sales person is to you?
- On these five words, which ones are more of you; and less of you?
- What can further enhance what's working for you; and what kind of deal do you want more of?
- What's the fastest way for you to make this come true for you?

**AUTO**

Cars  
Trucks  
Bikes  
Batteries  
Mechanics

**NOTICES**

Financial  
Tenders  
General Notices

**GENERAL**

Services  
Loans  
Health  
Renovations

**PROPERTY**

Land  
Shoplots  
Apartments  
Room  
Rental

**APPOINTMENTS**

Full/Part-time  
Training  
Graduate Scheme

**GOVERNMENT**

Jobs  
Tenders  
Legal

**LEGAL/AUCTION**

Property  
Vehicle  
Legal