

ON BEING A “SALES TIGER”

1. Tigers put themselves at risk of succeeding by getting out where they might happen to come across an opportunity begging for the use of their knowledge, skill, and empathy. They leverage their effectiveness by forming alliances with influencers who can direct prospects their way. It's not a waste of their time. It is a productive investment of their time
2. Tigers are comfortable with the fact they are not perfect yet in their selling expertise. But like a rocket on the way to the moon, every signal of being off-track is a useful message on where the target is, and that action to change direction is necessary. Tigers have a clear purpose in life
3. Tigers don't have a concept of “failure”. What the Hippo's and Elephant's call “failure” as they whine and moan about their lack of results, is merely “feedback” for the Tigers. And what do they do with feedback? They use it to make improvements
4. Tigers know that the most important and valuable investment they will ever make is in their own capability and capacity. They grab every learning opportunity enthusiastically, and study the masters
5. Tigers are constantly refining and adding to their library of “questions that work”. Larry Wilson said that, *“The highest paid people in the world are salespeople with a creative imagination.”* So the tigers use their creative imagination to construct powerfully effective questions that do a variety of important things e.g.
 - a. Establish credibility and the right to investigate the prospects circumstances
 - b. Create empathy so that the prospect senses genuine interest and care
 - c. Develop the emotions within the prospect that will motivate the prospect to take action
6. Tigers get to know the superstars of their profession, and willingly take the risk of rejection by asking them for assistance. They are astonished at the generosity of those superstars and their willingness to pass on their expertise
7. Tigers commit to their profession and get involved in the formal associations and institutes that represent their professional interests. They know that this will raise their own profile and create sales opportunities.

