|  |
| --- |
| **Exhibit 4.1** Salesperson core competencies |
| **Attitude** |
| * Honest
 |
| * Positive/Optimistic
 |
| * Committed
 |
| * Confident
 |
| * Courageous
 |
| * Competitive
 |
| * Coachable (Open/Non-defensive)
* Curious
 |
| * Self-motivated
 |
| * Assertive
 |
| * Flexible
 |
| * Cooperative
 |
| * Nurturing
 |
| **Emotional Intelligence** |
| * Self-awareness
 |
| * Self-management
 |
| * Social awareness
 |
| * Relationship management
 |
| * + Internal
 |
| * + External
 |
| **Skills**  |
| * Communicating
 |
| * + Internal
 |
| * + External
 |
| * Listening
 |
| * Understanding people
 |
| * Presenting
 |
| * + Individual
 |
| * + Groups
 |
| * Creating Value
 |
| * + Missionary selling
 |
| * + Service selling
 |
| * Persuasion
 |
| * Negotiating/Closing
 |
| * Account management
 |
| * Team leadership
 |
| **Knowledge** |
| * Financial/economic/business/category
 |
| * Marketing/Advertising/Research
 |
| * Market
 |
| * Product (your medium)
 |
| * Competitors
 |
| * Competitive media
* Programmatic
 |
| * Pricing
 |
| * Sales process
 |
| * Contract terms and conditions
 |
| **Opportunity** |
| * Prospecting/Getting appointments
 |
| * Identifying problems (Discovery)
 |
| **Preparation** |
| * Researching insights
 |
| * Solving advertising and marketing problems
 |
| * Organization
 |
| * Planning
 |
| * Time management
 |
| * Creating proposals and presentations
 |
| **Persistence** |
| * Getting feedback on areas of needed improvement
	+ Internal feedback from bosses such as sales managers
	+ External feedback from clients and buyers
 |
| * Expertly structured deliberate practice schedule
* Incredibly hard work
* Grit to keep going after being rejected or losing a sale
 |