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| **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 |