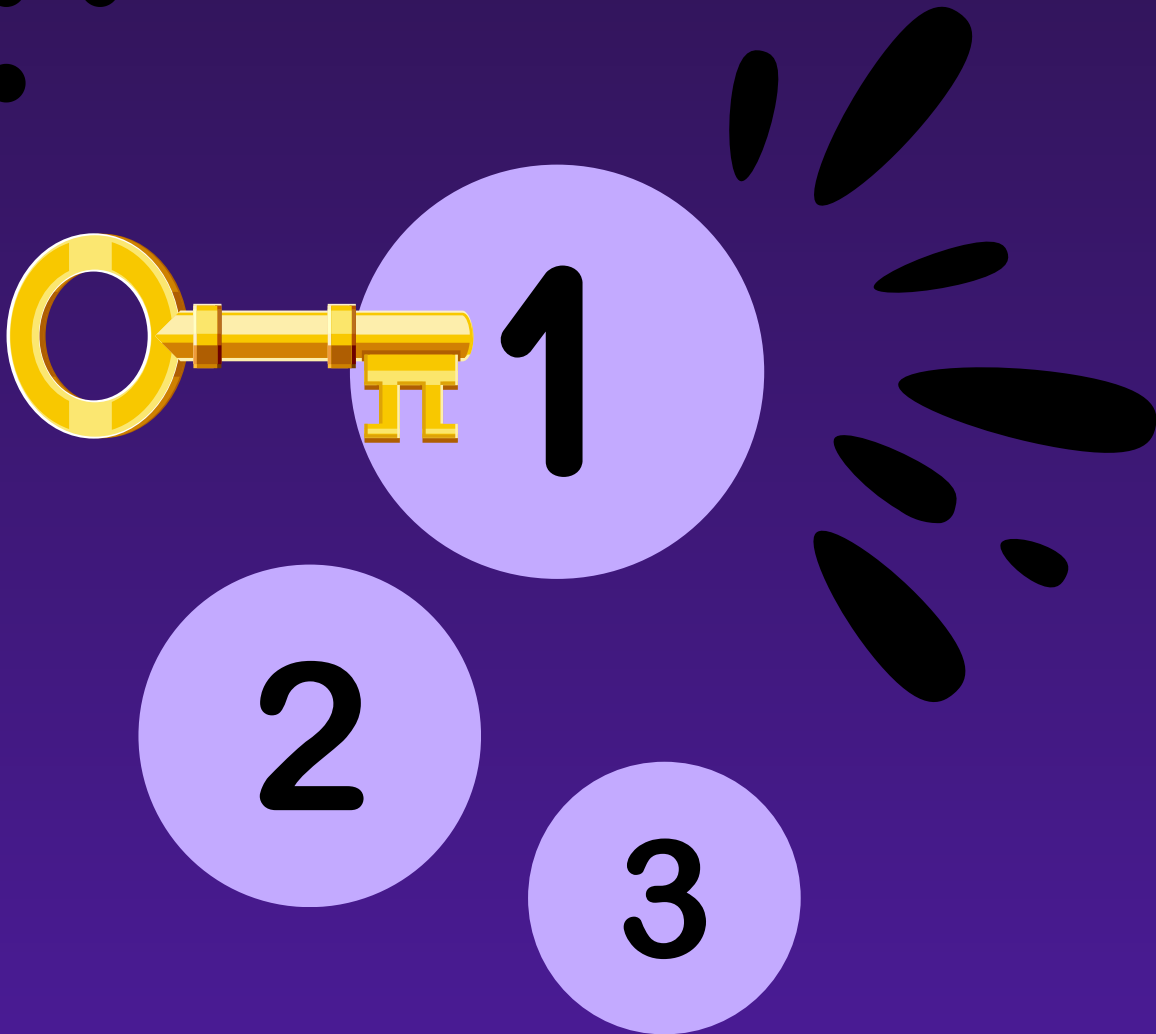


**SET SALES ACADEMY**

# THE 3 SET SALES TRAITS



At the SET Sales Academy, we believe that success in sales hinges on three critical traits: Work Ethic, Empathy, and Discipline. These traits are not just buzzwords; they are the foundational pillars that support every successful salesperson's career. Let's dive deeper into each one and discover how you can master these traits to transform your sales performance.

*Chris Marchese*

SET Sales Academy



# THE 3 SET SALES TRAITS

SET Sales Academy



First off, if you're wondering what SET stands for, it's our acronym for Successful Entrepreneur Team. It's a mindset and our community. Now, Let's go!



## Work Ethic

### The Foundation of Success

Work ethic is the cornerstone of your sales career. It's not just about working hard; it's about working smart and being relentless in your efforts. A strong work ethic means showing up every day with the same energy and dedication, consistently putting in the hours to reach your goals.

### Daily Commitment

Successful salespeople reach out to over 100 potential clients daily. This level of activity is crucial because your paycheck is a direct reflection of your daily interactions. The more people you engage with, the more opportunities you create. Consistency in your efforts leads to consistency in your results.

### Building Momentum

The more effort you put in, the more results you see. This creates a positive feedback loop that motivates you to keep going. Each day you build on the previous day's efforts, creating a momentum that propels you forward. Remember, work ethic is not about short bursts of energy but sustained effort over time.



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## Empathy

### Connecting on a Deeper Level

Empathy is the game changer in sales. It's not enough to just talk to people; you need to connect with them on a deeper level. Empathy involves understanding your clients' needs, concerns, and motivations. When you show genuine interest in your clients, they feel valued, heard, and you unlock their needs to lean into.

### Personalizing Interactions

Take the time to personalize your interactions. Before reaching out to a potential client, spend a few minutes reviewing their profile. Find something specific you can mention in your conversation. This shows that you've taken the time to understand who they are, making them more likely to engage with you.

### Building Trust

Empathy builds trust and rapport. When clients feel understood and valued, they are more likely to trust you and your product. This trust leads to long-term relationships and loyalty, turning one-time buyers into repeat customers and advocates for your brand.



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## 3 Discipline

### Consistency is Key

Discipline ties everything together. It's about maintaining your work ethic and empathy consistently, day in and day out. Discipline means doing the same amount of work and caring as much at the beginning of the week as you do at the end (even on the weekend). It's about pushing through even when faced with rejections and setbacks.

### Effective Follow-Up

A disciplined salesperson understands that persistence is key. They follow up diligently, providing additional information, addressing concerns, and offering further value. This commitment to follow-up often turns initial rejections into eventual sales. For more on this, check out our Follow Up Strategy guide.

### The Power of Discipline in Sales

Becoming disciplined and maintaining it, builds willpower. This is the key to sustained success. You acquire a new found meaning to commitment and consistently achieving your goals, treating your clients with genuine care, and upholding these practices every day. Building a resilient and successful sales practice requires the power of discipline.

To refine your follow-up techniques, check out the [6 Follow-Up Strategy Keys](#) for actionable insights to turn initial rejections into sales.



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