



The #1 “Get Ahead” Skill to Develop: Grit

Every day, sales managers define the qualities that they most desire in sales professionals. They look for a combination of skills and personal attributes that they feel will define a successful sales person for their environment. It may surprise you that the quality most look for is “grit”.

Grit is defined as “**sustained perseverance and passion for long term goals**”. People with grit push through an obstacle when others give up. People with grit have their eye on a goal and develop a plan to achieve it. People with grit are those that have achieved great success - many coming from state schools rather than Ivy League schools. Until recently, the predictors of success (higher intelligence, innate aptitude, strong ACT/SAT scores, or GPA) were thought to be the primary attributes potential employers looked for. However, we have seen those qualities alone are not predictors of success – managers would prefer to have an employee who is driven, passionate, and will persevere through adversity.

While some are born with grit – it can also be learned through training. It starts with defining a specific goal, such as being the #1 ranked performer on the team or earning President’s Club. You can do this by breaking down the goal into specific milestones (or steps) and working toward achieving them. It is about conditioning your mind to refuse to give up at the first sign of failure. It is about telling yourself, when confronted with obstacles, that *you can do it*, that you can make it, and not take “no” for an answer.

It is about training yourself to put more effort forth than what is comfortable at the time. Making 10% more calls this week – what will that mean? It is about confronting the rejection we see in sales every day and not letting rejection stop you from picking that phone up one more time.

When interviewing, give specific examples which demonstrate you have “grit”. For

example, did you work during college while maintaining a strong GPA? Did you compete in a marathon and finish? Did you receive an academic scholarship or awards? In the workplace, did you bring a new product to market or develop an underperforming territory and move them from last to first place ranking? Those that remain committed and focus on goal attainment – those that persevere - will prevail and find themselves *in demand* in the competitive job market.

We look forward to hearing from you. Let's start a conversation. 952-934-4100



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