

The Difference between Tellers and Sellers



Are you a teller or a seller? What is the difference between a teller and seller? Although many people in sales title themselves “sellers”, in reality they are just “tellers”. To be a top performer in the sales industry, you need to be an effective seller not an effective teller. Which one are you?

Tellers

Give Information
Leave decision to the prospect
Present features
Avoid rejection
Try to win by showing knowledge
Use rational level
Reactive
Want structure and stability
Identify needs
Everyone comes to your door

Sellers

Solve problems
Gain conviction
Translate features into benefits
Risk rejection
Win by closing Sales
Use emotional and rational levels
Proactive
Accept uncertainty as the norm
Intensify needs and wants
You go to everyone’s door

In a recent survey conducted by a management company, 365 CEOs were asked what they thought were the key factors that separate high performing sales professionals from low-performing sales professionals. The top answers were **self-discipline, motivation, product knowledge** and **personality**. They found if mastered by a salesperson the following will make him rise above the rest;

- Unyielding belief in the company, the product and yourself
- Creativity to differentiate yourself from the competition
- Ability to maintain price integrity

- Unyielding personal values and ethics
- Reliability and dependability
- Passion and desire to excel and be the best
- Perpetual positive attitude and enthusiasm
- Sense of humor that builds deep rapport

Sales is a strenuous, challenging, and demanding occupation, and being a top salesperson is not easy. Having an idea of the attributes needed to be a top salesperson will help you achieve top seller status. So stop being average, get serious and start selling.