



## SPA Behaviors & Definitions – Top 6 Sales Drivers

---

### **DRIVERS**

#### **SALES FOCUS**

- Identifying with and taking pride in the sales role and having a strong commitment to selling and the sales profession.

#### **MANAGEMENT FOCUS**

- Emphasizing the management dimension of the sales role, organizing the efforts of others, and using leadership skills to get things done.

#### **CUSTOMER FOCUS**

- Emphasizing the importance of putting the interest of others first, and treating them well by providing both product quality and service.

#### **MATERIALISM**

- Being strongly motivated to sell by financial and other material incentives.

#### **EGO REWARDS**

- Viewing the sales role as providing the opportunity to gain status and recognition; seeking to be the center of attention.

#### **IDEALISM**

- Emphasizing the importance of company's and one's personal integrity and principles, and refusing to compromise these to make a sale.