



Self-Impressive Hyper-Pro They Don't Deliver Results

By *Jeffrie Story*
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“Henry interviewed so well, but I can’t get him to prospect! I don’t understand!”

If you’ve ever had this issue, you may be dealing with “Hyper-Pro” behavior, a term developed by Behavioral Sciences Research Press, Inc. — for whom I’m a licensee — to describe one of the 12 types of Sales Call Reluctance® they’ve discovered. Short for Hyper-Professional, this behavior takes professionalism to an extreme and can be a costly sales problem.

Hyper-Pros look professional. They act professional and know their stuff, but their prospecting doesn’t live up to their abilities. If or when they actually do any prospecting it is frequently only with the big, prestigious accounts, so they sell far less than anticipated after that stellar interview.

My code name for Hyper-Pros is “Frasier,” based on the TV character Frasier Crane. Read on and you’ll know why.

Hyper-Pros fear being perceived as mediocre and crave recognition. They can appear to be arrogant name-droppers who think their image comes from their car, designer clothes or even the long words they use.

I heard one obvious Hyper-Pro speaker say recently, “Your words should send people scurrying to the dictionary.” Gee, I thought we used words to *communicate* with prospects, not to confuse or intimidate them.

Even though it is completely learned rather than inherited, Hyper-Pro behavior can be difficult to change. Success is changing depends on how self-objective they can be. I’ve seen some “get it” and change once they understand it while others maintain a huge brick wall around their brains, lowering it only for applause and praise.

Other behaviors you might find from Hyper-Pros include making a strong first impression, having tendency to blame others, exhibiting a need to be at the center of attention, behaving fussily about appearance or words and demonstrating poor listening skills. It’s difficult to listen to others when we talk about ourselves. They need to believe that others think they’re way above average, so they must make sure we know why!

Their problem in sales is that they can’t lower themselves to do something that they perceive to be beneath them, like prospecting. Typical thoughts behind the Hyper-Pro façade might be,

“Hey, I’ve already made it big! What would you think of me if I actually had to go *look* for business?” or “I sell only the big stuff. Everything else is a waste of my valuable expertise.”

In managing Hyper-Pro salespeople, here are some tips:

- Don’t let them take over your meetings. They can dominate if you let them.
- Compliment before criticizing. They always want and need more recognition.
- Don’t try to impress them. You can’t.
- Don’t give them special perks. It only proves to them that they’re different from everyone else.
- Don’t put them down.

To get Hyper-Pro Henry to prospect more, you might say something like the following: “Henry, you’re a really talented guy, and I know you want to be a top producer. I know you can do it, too. What it will take is a commitment to more prospecting and a plan to track how much you’re doing. Without it, you won’t get the rewards you deserve. Let’s set some prospecting goals and I’ll work with you to make sure you reach them. Will you make a commitment to that?”

If Henry has a lot of Hyper-Pro behavior, you may not get through to him. He may spend his life looking for the job where he’s recognized for what he’s sure he innately deserves. All you can do is require and support behavioral change.

The next time you interview a really impressive candidate, dig below the surface!

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