

# Letters

## Good salespeople make themselves

While Tony Rutigliano might think he can make the sweeping statement that training is of little benefit in sales (“Were you born to sell?”; September 21), it’s customary to provide some harder evidence to back that up — other than his own book.

While I agree that there are some people with the aptitude to become great salespeople, unfortunately Rutigliano’s comments will dissuade people with an aptitude for sales from entering a sales profession.

The idea that a person is “born to sell” is an unfortunate one. It will provide cop-out excuses for new salespeople for why they didn’t meet their sales targets.

As Geoff Covin relays in his book *Talent is Overrated*, the best performers in any field are not born. Rather, they regularly seek out and love feedback (that is, training), particularly objective feedback about their performance.

The best sales professionals I know regularly watch playback video clips of themselves selling, playback and listen to audio recordings of their voice technique and word usage in live phone calls and ask other people to give them feedback on their technique — particularly on the key moments of sales interactions and meetings.

**Michael Kelly**  
Director, Kelly Speech  
Communication  
Roseville, NSW