

9 Tips for Success in Building Your Personal Brand as a Seller or Sales Leader

- 1. Know Who You Are** – have self-knowledge (strengths/weaknesses)
- 2. Know What You Stand for** – where do you draw the line?
- 3. Know What Your End Game is** – where do you want to be?
- 4. Be Visible!** – do you have a digital presence?
- 5. Add Value to Others** – think abundance, not scarcity
- 6. Do Things You are Proud of** – no half-baked ideas
- 7. Connect to Bigger Brands**
- 8. Stay Up-to-date Online** – old technology hurts your brand
- 9. Gain Visibility through Others** – others become your salesforce, trusted referrers, your peeps who have your back.

SHARE YOUR IDEAS ON SALES BRAND BUILDING!

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Helping with sales leadership

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Interviewing 100 women sales leaders