

# 3 Sales Roles

Being in sales requires flexibility when it comes to the actual role. This role is really 3 roles in one. Imagine wearing a Colonial 3 Pointed Hat (Tricon Hat). The hat magically positions itself in one of 3 roles and this spinning is dynamic. Use the following information to gain greater clarity regarding each of these 3 roles.

Facilitator – Role is to exchange information	Consultant – Role is to tell and negotiate	Advocate – Role is to advocate for the customer.
Identify the desired goals (end results) for each role		
Identify the behaviors necessary for each role		
Determine where you may require to improve or even change your behaviors to secure the desired results		