



# Stanford eCorner

## Characteristics of Entrepreneurs

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Video URL: <http://ecorner.stanford.edu/videos/1375/Characteristics-of-Entrepreneurs>

Along with being audacious, courageous, patient, and adaptive, Byers believes that entrepreneurs should be exceptionally good at sales.



### Transcript

If you are going to do something great to turn an idea into an enterprise that changes the world, whether it's a business, government, education, you are going to have to sell. You are going to have to convince some customers or stakeholders to buy your story. And that can only happen if you look for these win-win situations, all those one plus one equals three type situations, whether it's partnerships, like we talked about earlier between Visio and Microsoft, or whether it's just directly selling a product or service. And so this is a list of characteristics of entrepreneurs by a person who wrote a paper called "A Test for the Fainthearted." It is in the Harvard Business Review. And he studied entrepreneurs all over the globe, which I told you I have a great interest in. And he studied them all, and he came up with five attributes. And maybe you've heard some of the other ones before. They are audacious and courageous and patient, and certainly I talked about adaptive. But I love the one that he also found that was common to all cultures, low tech, high tech - closer. And that is just another way of saying being good at sales.