



5 key skills all salespeople need

1. Conversation

Certainly in the business to business sector many sales start with a conversation. The problem is though that many sales people think a conversation means they do all the talking. The best sales people understand that conversations are about asking high quality questions and listening to the answers (without interrupting). Conversations can of course be in person, on the phone, over email, via social media, text or instant messaging so practice all.

2. Relationship

Business to business sales can take months to acquire so relationship building skills are vital. Ideally you won't be looking for a one off sale but a long term relationship that generates many sales. 'Give before you take' is a good way of viewing a business relationship. That will help build confidence and trust. If I like you and trust you I'm more likely to buy from you.

3. Opportunity

Sales opportunities abound. Trouble is they are easily missed. A key sales skill is spotting and then seizing opportunities so be alert, listen carefully, steer conversations, summarise well and always be thinking sales.

4. Proposal

This is your big chance. You've been invited to pitch for business or submit a proposal. So don't blow it by not preparing. Make sure you've fully understood what the client wants to hear. Many proposals and pitches are wasted simply through a lack of planning, preparation and practice. Always practice your pitch or proposal whether its over the phone or to an audience of many.

5. Sale

You've put your proposal forward so what next? Do nothing. It's time to SHUT UP! Let the potential customer digest your proposal and then ask questions. If you interrupt their thoughts and break any silence you will reduce your chances of a yes. Believe me staying quiet does work but many sales people can't help themselves and if the customer doesn't speak for 3 micro seconds they pile back in with more benefits. Don't do it - stay quiet!

If you would like help to grow your sales please call me, Trevor Lee, on 07785 390717 or email via trevor@trevorleemedia.co.uk

