

Sales Factsheet: Selling Skills



- Successful selling requires a combination of skills and systems and thorough preparation and most importantly the right ATTITUDE.
- Knowledge of your products and/or services gives you power and confidence.
- See every sales call and meeting as a step toward achieving success for your business. You will always be positive then!
- Treat every prospect with total respect even if you don't like them very much.

Key points

1. Selling is a structured set of systems -be prepared!
2. Skills alone are not enough -never be complacent! You need the right attitude too.
3. Good products alone are not enough. Good products do not sell themselves.
4. Careful planning and organisational preparation is essential -do your homework about your customers and your competitors.
5. Be prepared to take responsibility for your own business success -take control of how you sell yourself and your business.
6. Selling is an integral part of any business and life itself -these are transferable skills!
7. Remember the most important person is the customer -focus on them!
8. Discover the needs and wants of the customer -listen!
9. Communication is vital - practice people skills! Learn how to respond to feedback from successful and unsuccessful communication.
10. An action-provoking system will put you in control -be positive!

Do's

1. Prepare yourself. Remember that 'all-important' first impression. Use open body language, smile, make eye contact, show the palms of your hands, and keep your arms unfolded and your legs uncrossed.
2. 'Know' your product and your business.
3. 'Know' the benefits of the product.
4. Listen carefully and respectfully, watch for hidden meanings and body language. Respond appropriately and with the appropriate body language. Match and mirror your prospect's body language. Watch whether they are responding to you similarly; when they do you know that you have built up trust and rapport!
5. Sympathise with and value the concerns of the customer.
6. Keep positive and keep smiling. When you speak with drive and genuine enthusiasm about your product or your business, you transfer these motivators to



your prospect, which makes them motivated to meet you and buy from you.

7. Identify the people who influence the purchase decision.
8. Take the initiative.
9. Remember behind every sale is a person not just another number on a sales invoice.
10. Remember to add value through service.

Don'ts

1. Be 'caught out' by lack of knowledge.
2. Make the customer feel uncomfortable.
3. Put the customer under any pressure; they have made the time for you, so use it respectfully. Watch their body language for signs of discomfort or pressure, and match and mirror this to ease their situation.
4. Expect to get every sale.
5. Interrupt.
6. Assume you know what the customer wants.
7. Hang on to the negative; even if you don't get that sale you may get a future one, or a referral ; and at least you have more practice for the next appointment and can deal with the disappointment better.
8. Be afraid of objections.
9. Be afraid of competitors. Be informed and use the knowledge to your advantage.
10. Forget to follow-up a sale -the way to more business and referrals.
11. Forget to take care of yourself. If you don't feel good about yourself then you won't sell anything.