

STRATEGIC SALES MANAGEMENT

Session 2: Preparing for a Sales Role (Continued)

STRATEGIC APPROACH TO SALES RESPONSIBILITIES, PREPARATION AND MANAGEMENT

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Learning Objectives:

After going through this module, you should be able to:

- Preparation for a Sales Role (Continued)
- Personal Selling Skills

Preparing for a Sales Role

Sales today are not like the earlier times. Technology has changed our lives and there is ruthless competition in the market, salespeople are required to be on their toes in order to successfully persuade the customers about their value offerings.

Here we present the 18 Skills every salesperson should master vis-à-vis their preparation for a sales role/job is concerned.

The content for these slides has been derived from this fantastic article by Gartner.

Insights / Sales / Article

18 Skills Every Salesperson Should Master

<https://www.gartner.com/en/articles/18-skills-every-salesperson-should-master>

1: Understand What The Buyer Wants

If your focus is on creating value and solving the problems of your prospects, customers and clients, it is of key importance that you understand your customers well. It is indeed like building the foundation for effective selling and avoiding making wrong recommendations or mis-matched sales to the prospects or customers. We all know such sales are never going to be fruitful for nor the buyer neither the seller.

2: Sell In A Buyer-responsive Manner

Accommodate the requirements for the prospects or buyer in all possible ways you can. But not to the extent that it gets unprofitable for your organization in long term. The objective here is to make sure that you are sensitive enough towards responding to buyer needs and situations through out the stages of sales process. Even closing should not happen when you want but rather when the buyer wants. Strategies indeed can be used to stimulate the buyer to purchase early.

3. Use Psychology To Engage The Buyer

Trying uncovering the deeper motives why or why not a prospect would consider buying your offering. Laddering technique can be used to understand the deep-down motives or reasons of the prospect. However, the issue is prospect or customer may not provide you enough chances to understand them deeply.

Let's go through the insights from this superb article by HubSpot:



10 Psychology Tricks to Sell Better and Faster

Written by Emma Brudner @emmajs24

<https://blog.hubspot.com/sales/psychology-tricks-to-sell-better-and-faster>



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4. Establish Trust With The Buyer

Will you ever buy from someone that you don't Trust?

*What does it actually mean? Trust is defined as “the willingness of one party (trustor) to depend or rely on the actions of another party (trustee) (Bisdikian et al., 2014)**

Establishing trust certainly has been considered as a core selling skill.

*Bisdikian, C., Gibson, C., Chakraborty, S., Srivastava, M.B., Sensoy, M. and Norman, T.J., 2014. Inference management, trust and obfuscation principles for quality of information in emerging pervasive environments. Pervasive and Mobile Computing, 11, pp.168-187.

5. Communicate Concisely

This does not mean that you should not provide the required and relevant information to prospects or customers. But do not make it so bulky that the prospects or customers are unable to process it in one go. Rather, go and extra mile and help the prospect or customer in designing an effective decision framework.

6. Act On What The Customer Is Saying

Don't Just listen, you should execute upon the rational requests of the customers. Otherwise also provide them a reason for delays and non-compliance. Prospects or customers should not be taken for granted.

7. Demonstrate Subject Matter Expertise

Know the pros and cons of your offerings in and out. You must be in position to display how your offering is superior to the competitor's. *And, most importantly how the product will solve prospects or customers problems.*

8. Help As Opposed To Closing

Do not just focus on closing. Try your best in figuring out the issues that prospects or customers are facing. **Have situational conversations to help customers.**

9. Tell Compelling Stories

Buyers never want an overdose of products features and benefits. **They are more intrigued about the stories that are built around products benefits and value it brings to the prospects and customers.**