

STRATEGIC SALES MANAGEMENT

Session 3: 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

10. Become Great Copywriters

Write creative mails to move consumers from the stages of AIDAS. Conduct tests along with the research department to figure which mail headlines and content works best.

11. Sell Effectively Over The Phone

Many prospects or clients may not directly meet physically. It is only the call that would play the magic trick. You should be able to hold their attention on call and adapt by judging the prospect or buyer's tone.

12. Be Socially Active With Target Buyers

In today's digital scenario, the role of social selling cannot be undermined. Many companies are now using social media platforms to reach out to their prospects. It is of crucial importance you stay active with target buyers and interact with them on social media platforms. Share information that will help them do better.

13. Personalize Interactions

Gone are the days when one size used to fit all. Especially key accounts demand special attention and personalized solutions. This indeed can be used for other accounts also to bring more orders and convert them into key buyers.

14. Use A Variety Of Marketing Skills

Today's salespeople are expected to market their organizations. It is high time that they acquire skills that go beyond simply selling. For example, acting as marketing intelligence agents stands critical today.

15. Help Prospects Achieve their Next Steps

Assist the buyer through out the journey. Make sure hassles are minimized and overall customer experience becomes smooth and delightful.

16. Use Sales Technology to Boost Productivity

Use technology to maintain key information about the prospects or customers. Those salespeople who use CRM software for managing day's plans have been found to be more productive.

17. Link Daily Activities to Quota

Achievement of targets is not going to happen magically at the end of the month. Take step each day to reach where you would like to see yourself at the end of the month or quarter.

18. Manage their pipeline like a portfolio

Invest time in many opportunities assuming that some will close, and some will **not**. Don't put your eggs in all the baskets which means don't rely too much on just one account. Create a mix of prospects and focus on those that have immediate needs to buy and bring those closer to closure who are still at needs analysis stage.

Let's Watch this Terrific Video by Brian Tracy

5 Ways to Sell Anything Brian Tracy



BRIAN TRACY

*Successful people are simply
those with successful habits*

<https://www.youtube.com/watch?v=1N0K6RbhXkA>

Source: Brian Tracy's Official Youtube Channel , Image has also been derived from Brian Tracy's Official YouTube Channel

References:

All References used for preparing the slides have been provided at relevant places.

Thank You