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WHAT MAKES A **SUCCESSFUL** SALESPERSON?

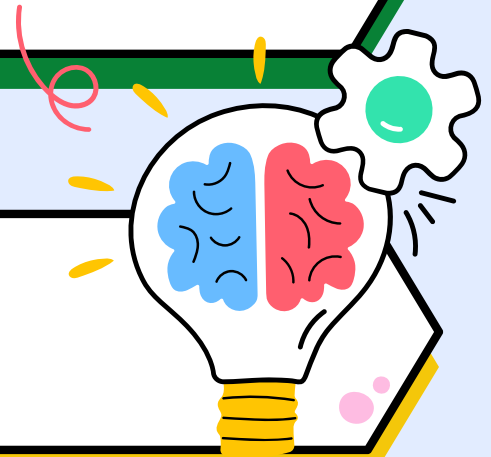
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What Makes a Successful Salesperson?

Successful salespeople tend to have certain things in common:



KNOWLEDGE



SKILLS



ATTITUDE



KNOWLEDGE



They have excellent product knowledge



They have excellent company knowledge



They know the market/industry in which they are selling



They have good commercial awareness/business acumen



They know their customers



They can use technology and tools



They have an up to date knowledge of the last sales techniques and strategies



ATTITUDE



They are interested in constantly developing their skills



They are positive & confident



They are persistent and expect to succeed



They are curious



They have integrity



They are customer centric



They are resilient and don't give up!



SKILLS



They will be well organised



They are results focused



They have good empathy skills



They have a clear set of goals. They know what they want to achieve and how they are going to do it



They are able to plan and prepare their sales meetings effectively



They understand the buying and selling process



They manage their time so that as much as productive time, as possible, is spent in selling related situations



SKILLS



They are able to generate referrals, as part of their sales approach



They are able to amend their sales plans, where necessary, as circumstances change



They are able to book appointments with decision makers



They are able to establish rapport when meeting customers for the first time



They are good listeners who try not to interrupt when the customer is talking



They put the customer at ease and show interest in their needs/problems by asking questions



They are able to identify their customers' needs by the effective use of communication skills



SKILLS



They are able to present solutions to their customers' needs, in a professional way



They present their projects in a professional way



They are able to handle objections professionally and persuasively



They are able to sell high and get commitment



They are able to negotiate profitable deals



They can gain commitment to proceed with the sale



They have good persuasion skills



SKILLS



They are able to carry out their administrative tasks to a high degree of quality and accuracy



They are able to network and establish a rapport with the customer that goes beyond the sales meeting.



They are able to build relationships with a wide range of people



They ask for referrals



They are resilient



They are adaptable



They have good persuasion skills



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