

# 8 MUST HAVE SALES SKILLS

**That Guarantee You Success**

A person wearing a dark suit and tie is holding a large, octagonal gold plaque with both hands. The plaque has the words "SALES SKILLS" written on it in a bold, black, serif font. The background is a solid dark blue.

**SALES  
SKILLS**





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Great salespeople know that strong **sales skills** drive **results.**

If you're losing deals or struggling to keep customers engaged, chances are you're missing **key sales skills.**







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# HERE ARE 8 **MUST HAVE** **SALES SKILLS**

That will help you succeed!







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## SKILL #1

# PROSPECTING

Using various methods, strong prospecting and pipeline building skills will ensure you are targeting the right people at the right time.







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## **SKILL #2**

# **SOCIAL SELLING**

**Make sure to leverage social media platforms to connect and engage with content that will attract the right prospects. Use the ones your potential clients use.**







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## SKILL #3

# EFFECTIVE COMMUNICATION

Be clear and concise when communicating with a customer, always ask questions, actively listen and then respond with a tailored solution.







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## SKILL #4

# ACTIVE LISTENING

Listen well to fully understand  
your customers needs and pain  
points so you are able to offer  
the best solution. Listen to  
learn not to answer!







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# **SKILL #5**

# **DISCOVERY**

**The discovery phase is for learning about your clients pain points and goals. Ask the right questions to help present the right solution. Make questions about them and not your product / service.**







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## SKILL #6

# PROBLEM SOLVING

**Understand your customers  
challenges and offer a tailored  
solution to build trust.**







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## SKILL #7

# RELATIONSHIP BUILDING

Sales is all about people so  
make it a priority to nurture  
connections beyond just a sale  
for repeat business and  
referrals. Be a partner not a  
provider.







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## SKILL #8

# ADAPTABILITY

**Sales isn't one size fits all. Be adaptable and flexible in your approach to be able to respond to changing client needs and staying ahead in the market.**







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Sales isn't a **one time effort.**

Focus on refining one skill  
each week and be **consistent**  
to be able to see results!







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# Looking to Improve Your **SALES SKILLS?**

contact us for more information



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