

4 STEPS TO BECOMING A GREAT SALES REPRESENTATIVE

Top Tips of Sales Performers

DO YOUR HOMEWORK

Ask questions about your customer and their business. Know the problem you can solve. Understand the key stakeholders and their roles in the decision making process and their responsibilities relative to the problem you are solving.



LISTEN WITH INTENT

Avoid asking questions just to ask questions. Pay attention on an individual level and ask for clarification when needed. Develop a genuine curiosity and empathy for the person you are talking to. Be honest and candid.

CUSTOMER FIRST

Remember this order; customer over company over self. By serving the customer ahead of your company or self-interest you are preserving the relationship for future business and growth. The rewards will follow!



REMEMBER THE P'S

Proper Preparation Prevents Poor Performance

Practice, Perseverance, Professionalism,
Passion, Patience

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4 STEPS TO BECOMING A GREAT SALES MANAGER

Top Tips of Sales Performers

KNOW YOUR ROLE

Understand your responsibilities as a coach, a customer advocate, and a representative advocate. You are the liaison with the company, not the ruler of the kingdom.

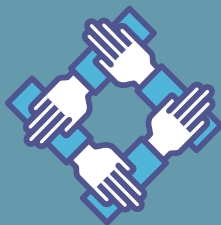


SURROUND YOURSELF WITH GREAT LEADERS

In order to manage great sales people, you need to be a great manager. Learn from the best. Learn to delegate and get out of the way. Understand the collective intelligence is greater than your own.

TRUST YOUR TEAM

If you have hired the right people, let them shine. Provide the support they need, remove the corporate obstacles in the way, give them the best opportunity to win, and watch them soar.



MANAGER YOUR NUMBERS

Your job is to deliver the number, so know it! Inside and out. Have it broken down by territory, by rep, by account... Use your experience to help you team deliver untapped opportunities and see additional potential.

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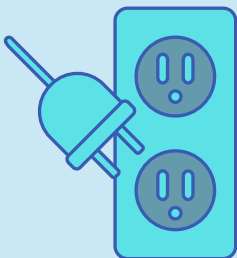


4 STEPS TO BECOMING A GREAT SALES EXECUTIVE

Top Tips of Sales Performers

SHARE YOUR VISION

Every organization needs a leader with a clear vision of where they are going. Don't get bogged down in the details. You have hired good people to do that!

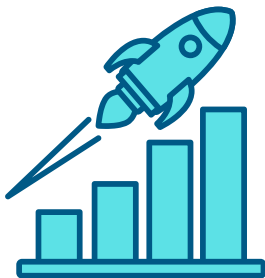


EMPOWER AND POWER THE ORGANIZATION

Allow those with the most influence over daily activities to determine the biggest need and then give them the authority to get the job done!

PROVIDE STRATEGIC LEADERSHIP

Provide frequent, clear, consistent communication to your team. Avoid creating speculation and insinuation. Honest and open communication will always win the day.



DEVELOP TRUSTED RELATIONSHIPS

Work with people to solve the problem, not create them. Trust takes years to develop and seconds to lose. Never let personal feelings determine what is best for the team.

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