
ESSENTIAL SALES SKILLS, PART ONE

Peak Performance Leadership Services Inc.

When exploring for future 'silver bullets' of new sale skills, we may be searching in the incorrect places. We will be better off looking back in this case, then forward. Grasping time tested and true methods of selling, adjusted with today's tools and technology, will ensure these essential selling skills are used in today's environment.

When looking to share, inspire and motivate sales people, the best approach is to polish some tried and true methods. Methods that have been successful in the past, because they deal with the key elements that do not change in selling over time, regardless of gender, generation, or industry. Let's look at three of these skills needed for success in the early stages of the sales cycle:

1. Maintain a high call volume

If you are doing five calls a day and three of them end up being wins, imagine what you could do with *fifty* calls a day.

Increasing touch points with potential clients doesn't always guarantee more opportunities, however if your process is sound and your value proposition compelling, the more touches you have the more opportunities you should generate.

The way we reach potential clients and generate interest has changed. Tried and true methods such as face to face networking and use of referrals stand pat. The use of social media including LinkedIn, Instagram, Facebook and Twitter have become means to complement other means such as emails and the use of websites and face to face. It also connects to the 4 generations of decision makers currently employed in our workplace.

2. Qualify, Qualify, Qualify

Learn the difference between a "suspect" and a "prospect" by honing your qualifying skills. To many sales representative's waste time chasing "suspects" instead of properly qualifying "prospects." To qualify to be a prospect they must meet these three criteria: 1. Have the funds; 2. a real or planned need for your product or service; 3. the authority or influence on the authority to buy.

3. Know your prospect

With so many means to investigate an organization at our finger tips, there is no reason not to be informed of a company's priorities, marketplace challenges and even competitors. A knowledgeable sales professional brings tremendous credibility to the initial meeting with a potential client.

Looking for ways to keep you're the skills of your sales team relevant to address your clients needs may be as simple as emphasizing these proven selling techniques, and adjusting them to include the tools of today, and always leaving room for the individual to put their unique style on them.

Today, like in the past, and I predict in the future, it is still *people* that drive decision-making in the B2B world. Appeal to the person to be successful.

Watch for the second instalment where I will share essential sales skills for bringing value, experience and trust to your clients and closing the deal!

Rick Denley

