



Chamber University

*Most Important Sales
Skill*



WORKBOOK

K E Y P O I N T

**WHAT % OF SALES PEOPLE YOU HAVE
MET WITH ARE:**

EXCELLENT

GOOD

AVERAGE

POOR

ONLY 12% ARE EXCELLENT.

How can YOU be in the 12%?

- BUILD STRONG RELATIONSHIPS
- HELPING THEM SOLVE-PROBLEMS
- RELATING TO THEIR NEEDS
- SHARING PAST EXPERIENCES AND PROBLEMS OF THE PAST

Consider a current client you would like to work on building a better relationship with and consider these questions:

- Did I ask about their timeline?
- What do they see the next steps are?
- Do they have a budget in place?
- How do they go about making a decision?

REMEMBER: It's not just about your service features and products.

CONSIDER



THINGS TO CONSIDER:

Explore the impact of the problem with the buyer

Understand their problem(s)-so you are connecting products and services to the buyers needs

HOW TO THINK LIKE A CLOSER

Take Action: be prompt-if it is a new lead be act immediately

Persistence: keep working with the customer until their need is met

Focused: constantly improve your skills-you dialogue-your technique

Be Clear: precision, clarity, attentiveness and sharpness

Look for feedback: ask questions—"how does that sound" "how does that work"

Take them through the process of what has been done

LEARNING BY APPLICATION

ENRICHMENT ACTIVITIES

APPLIED LEARNING

SET AN OBJECTIVE FOR EVERY MEETING

FOCUS ON CURRENT AND POTENTIAL CUSTOMERS AND GO THROUGH THE FOLLOWING LIST OF SETTING OBJECTIVES. MAKE SURE YOU HAVE ALL OF THE FOLLOWING IN PLACE BEFORE YOUR NEXT MEETING. YOU CAN EXAMINE YOUR UPCOMING WEEK AND START THERE.

- List of key decision makers
- Copy of competitors proposal
- Description of customer's problem
- Access to the BOSS
- Ask for their business
- Before you leave, set the next appointment

APPLIED LEARNING EXERCISE

- PICK ONE PROSPECT THAT HASN'T CLOSED YET
- USE THE TOOLS AND DISCUSS
- CREATE A STRATEGY

Recommended Reading:

The Challenger Sale

The New Solution Selling.

Virtual Selling.