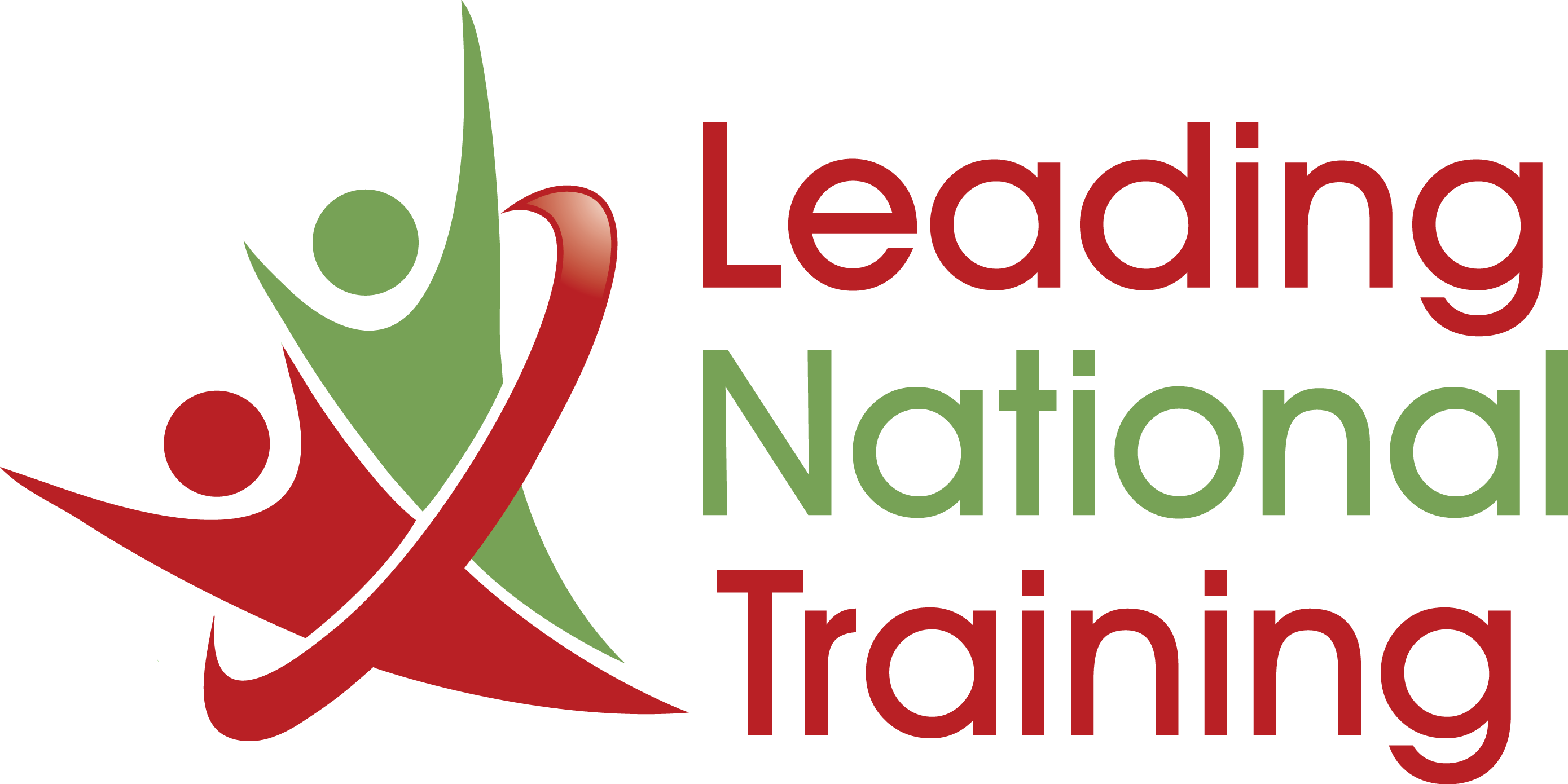
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**SO, YOU THINK SELLING IS EASY? HERE ARE 74 REASONS**

**WHY IT IS A SCIENCE. ALL OF THESE TALENTS ARE NEEDED**

**TO A GREATER OR LESSER DEGREE.**

**Finding new business**

1. Prospecting (the starting point)
2. Using Social Media and LinkedIn as Sales Tools
3. Identifying Potential Profitable Leads
4. Qualifying Those Leads
5. Identifying Key Decision Makers
6. Getting Past Gatekeepers
7. Gaining Appointments With Busy People
8. Establishing Initial Rapport With Clients
9. Managing a Client Engagement
10. Managing Other Contacts Within A Client
11. Managing Appointments
12. Questioning Clients & Completing A Needs Analysis
13. Analyzing RFPs, PQQs, RFTs, CRAs + (getting onto PSLs)
14. Developing Proposals
15. Power Pitching
16. Answering Customer Questions/Objections
17. Customer Relationship Management
18. Using SFA & CRM Tools
19. Product/Service Knowledge
20. Selling Product Benefits
21. Needs Creation
22. Analysis of Customers Buy Cycles
23. Analysis of Customer-side Politics
24. Closing Deals
25. Up-Selling

**Negotiating**

1. Negotiating Techniques and Strategy
2. Influence Others To Negotiate Whilst Managing Expectations
3. Demonstrating Empathy & Understanding of Customer Problems
4. Establishing Common Ground
5. Persuading When Faced with Negativity Negotiating Techniques
6. Dealing with aggressive Techniques
7. Dealing with Margin Eroding Techniques
8. Diplomacy Techniques
9. Solution Seeking
10. Getting A Yes, And Acting On It

**Sales Operations**

1. Sales Strategy
2. Sales Planning
3. Sales Reporting
4. Sales Metrics & KPI
5. Sales Benchmarking
6. Sales Margin Management
7. Sales Deal Approvals (Influencing Your Line Managers)
8. Manage Customer Relationship Management (CRM) Information
9. Sales Communications
10. Customer Segmentation
11. Liaising With Your Finance & Marketing
12. Developing Sales Collaterals

**Sales Pipeline Management**

1. Recognising And Managing Opportunities
2. Call Management
3. Quote Management
4. Order Management
5. Order Fulfillment Management
6. Account Management
7. Customer Retention Management
8. Managing Up-sell Activities
9. Sales Forecasting

**Soft Skills**

1. Results-focused
2. Action-oriented
3. Endurance & Persistence
4. Dealing With Different Personality types
5. Persuasion
6. Diplomacy
7. Politics
8. Public Speaking & Presentations
9. Communication Skills
10. Active Listening
11. Managing First Impressions
12. Establishing Rapport
13. Building Trust
14. Networking
15. Time Management
16. Meeting Management
17. Business Acumen (entrepreneurship)
18. Influencing without authority

**If you are not reasonably proficient in ALL of them you can potentially fail…**

**Selling** is more art than science. All different types of people are good at it. All different types of people are bad at it.   
  
**Selling** is a complex combination of emotional intelligence and business acumen. Contrary to popular belief, you're not born with it.   
  
**Selling** is a skill that can be learned. More accurately, selling skills can be continuously improved with experience and knowledge.

For further information of our sales training programmes, please contact: [info@leadingnationaltraining.co.uk](mailto:info@leadingnationaltraining.co.uk)