



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

26. Negotiating Techniques and Strategy
27. Influence Others To Negotiate Whilst Managing Expectations
28. Demonstrating Empathy & Understanding of Customer Problems
29. Establishing Common Ground
30. Persuading When Faced with Negativity Negotiating Techniques
31. Dealing with aggressive Techniques
32. Dealing with Margin Eroding Techniques
33. Diplomacy Techniques
34. Solution Seeking
35. Getting A Yes, And Acting On It

Sales Operations

36. Sales Strategy
37. Sales Planning
38. Sales Reporting
39. Sales Metrics & KPI
40. Sales Benchmarking
41. Sales Margin Management
42. Sales Deal Approvals (Influencing Your Line Managers)
43. Manage Customer Relationship Management (CRM) Information
44. Sales Communications
45. Customer Segmentation
46. Liaising With Your Finance & Marketing
47. Developing Sales Collaterals

Sales Pipeline Management

48. Recognising And Managing Opportunities
49. Call Management
50. Quote Management
51. Order Management
52. Order Fulfillment Management

- 53. Account Management
- 54. Customer Retention Management
- 55. Managing Up-sell Activities
- 56. Sales Forecasting

Soft Skills

- 57. Results-focused
- 58. Action-oriented
- 59. Endurance & Persistence
- 60. Dealing With Different Personality types
- 61. Persuasion
- 62. Diplomacy
- 63. Politics
- 64. Public Speaking & Presentations
- 65. Communication Skills
- 66. Active Listening
- 67. Managing First Impressions
- 68. Establishing Rapport
- 69. Building Trust
- 70. Networking
- 71. Time Management
- 72. Meeting Management
- 73. Business Acumen (entrepreneurship)
- 74. 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:
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