

10 Tips from Selling Skills for the Non Salesperson presented by Sandy McCurdy at Perthshire Creates Business Support Day - 19.3.16

1: Excellent salespeople know that they have to balance two personality traits to be really successful.

- **Ego Drive** - Makes him want to make and need to make the sale in a personal way not merely for the money gained. He has to make the sale.
- **Empathy** - Important central ability to feel as the other person does, in order to be able to sell him a product or service.
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2: You need to help your prospect get used to a big idea. It takes several contacts with a prospect to get the sale. Most salespeople don't follow up prospects or give up after making one or two calls.

3: Persistence in a salesperson produces outstanding results. Watch this short video to learn more.

"Passion & Perseverance For Very Long Term Goals." Angela Lee Duckworth
The Key To Success – GRIT www.ted.com

4: Before a prospect will buy they have to trust you. To achieve this you need to work up the "know – like – trust" ladder.

5: People buy using emotion and justify their decision using logic.

6: Listening is key to finding out what your prospects need. Use open questions – What? Why? How? When? Where? How? Knowledge gives you power. The more you can find out about your prospect the easier it is for you to sell to her.

7: Listen with your entire being. Focusing your complete attention on someone is very powerful and helps to gain her trust.

8: People want to control their environment. Learning what their preferred style(s) is, helps you to communicate with the prospect. The four preferred thinking styles are

- Ideas oriented
- People oriented
- Results oriented
- Data oriented.

9: Self confidence in a salesperson helps to cope with the inevitable failures. Watch this video and increase your self confidence

"Your body language shapes who you are." Amy Cuddy
www.ted.com

10: The big secret in selling – TAKE ACTION. You will never have all the information and skills that you require, so have a go! Ready – Fire – Aim is a great motto to have

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