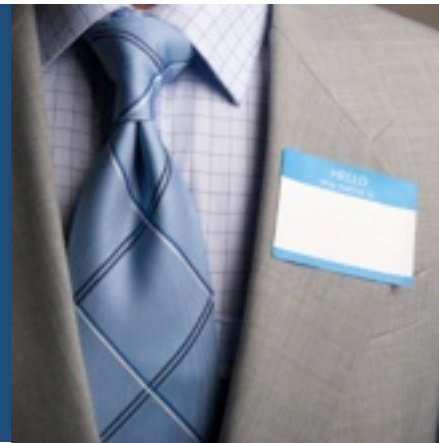




Sales Effectiveness Courseware

1

PERSONAL BRAND



We are living in a world of brands. Your personal brand is what you are personally known for, positive or negative. It is what will differentiate you from your competition. Become known by defining your personal brand and taking actions based on who you want to be.



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2

STRATEGY DEVELOPMENT



The word “goal” has gained a bad reputation in the business world. Goals have become something that many people set, but few people follow up on. Instead of setting goals, you should create and develop strategies. Goals without planning, actions, and intentions mean nothing and will have zero impact on your success.



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3

READINESS



Readiness is not only about being prepared with information, but it is also about being able to leverage that information to your advantage. If you uncover potential clients' buying motives by understanding as much about their business and industry as you can, then you have a better shot at not only making a sale, but you can also position yourself as an expert.



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4

PROSPECTING



Prospecting is a powerful tool that can be used to increase your sales, yet many salespeople fail to prospect or prospect very little. What they fail to realize is that prospecting is the key that will ultimately create new business and turn your successful job into a successful career. Prospecting takes time; it takes discipline; and it takes consistency.



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5

DISCOVERY



The discovery phase of the sales process is all about gathering information that will allow you to qualify your prospect and create a personalized presentation or proposal for your next face-to-face meeting. This is your chance to position yourself as the expert.



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6

ART OF SERVING



Serving is not about making the sale; serving is a life principle that builds your character and reputation. Serving means that you set aside your own wants and needs and seek out the best interests of others. Throw manipulation tactics and other sales theories out the door. The only way you will achieve and maintain success and be personally fulfilled is by serving others, helping others, and meeting their needs.

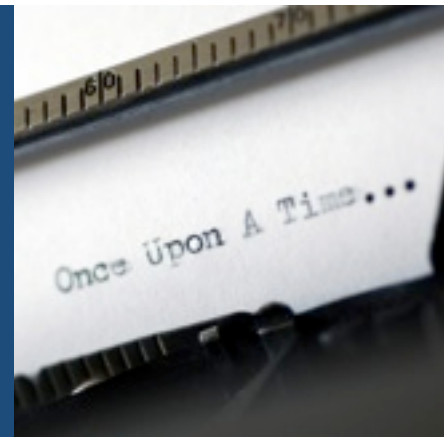


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7

SALES STORY



Numbers and statistics are forgotten, but stories are retold. Storytelling in business is a powerful tool. Stories allow you to attract your customer, engage them, and help them understand why they need your product or service.



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8

SALES NAVIGATION



In a perfect world, sales people would always sell to the top. They would go straight to the decision-maker. But, obviously, we do not live in perfect world, and if you think that you can sell to the decision-maker the first time, every time, you might be in denial. The key is knowing how to navigate your way to the top when you enter an organization.



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9

COMMUNICATION



Every sales person must master the skill of communicating their solution to the prospect. A successful communicator is able to engage their audience while transferring information. Learn the characteristics of great communicators. If you take on these characteristics, you will improve the way you communicate and present your ideas, not just in sales but in all aspects of your life.



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10

DEBRIEF



All successful sales people have the same thing in common. They all not only take the time to debrief, but they also use that information to positively change their behaviors. Great salespeople do not let their egos interfere with their ability to analyze themselves because they want to get better; they want to be the best.



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11

COMMITMENT



Closing the sale is like any other part of the sales process. It requires you to have a plan of action. It can be as easy as asking for the sale, but you have to understand the steps it takes to get to that point.



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12

LOYALTY



Loyal customers are the foundation to ultimate wealth. Salespeople find themselves so concerned with the next big deal or the next sale, they forget their current customers matter just as much, if not more than, gaining new customers. Take the necessary actions to not only retain customers, but also create customer loyalty.



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