

Sales Skills Introduction



MEDIA SALES SKILLS

LEARN TO EARN



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Sales Leader

Ronan Redmond MBA: About The Author

- Ronan Redmond MBA, is an International Sales Leader with a distinguished career in Europe and Africa
- He has built and managed Global sales team for the past 30 years selling to the all the major Industry categories including: Media, Motor, Finance, Property, Consumer Goods and Manufacturing
- He has successfully sold inventory valued at hundreds of Millions of US\$ in his career to date
- Now he wants to share some of his best sales practices so you too can have a successful career in sales

Sabi Sales Skills

The purpose of Sabi Sales Skills is to;

1. Educate in how to SELL and give you skills to earn!
2. Personal and Professional Development
3. Broaden your career horizons

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Sales Quote

“90% Of Selling
Is
Conviction, 10
% Is Persuasion
”
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- Shiv Krera

Skills Required To Succeed In Sales Jobs

1. Effective Communication Skills
2. Listening Skills
3. Problem Solving Skills
4. Interpersonal Skills
5. Self Motivating Skills
6. Persuasion Skills

Communication Skills

- Communication skills are the tools used to remove any barriers to effective communication
- Successful people are good communicators and can get their message across clearly so everyone understands
- Any lack of clarity causes all of life's problems
- Be clear what you want to say. Stop, think and proceed slowly
- When the audience is in doubt you simply rephrase and say it again



Communication Skills

- Barriers to good communication include: different cultures, different expectations, different experiences, different perspectives, and different communications styles
- Communication skills involve verbal and non-verbal communication e.g. tone of voice and body language
- Body language includes: facial expressions, the way we sit or stand, hand gestures, eye contact, fidgeting, blushing and breathing rate

Listening Skills

- Most listeners retain less than 50% of what they hear!
- Pay close attention, look the speaker in the eye, and never interrupt
- Block out any mental chatter or side noises in the room
- Notice the speakers body language and tone of voice
- Demonstrate physically that you are listening: nod from time to time, and use appropriate facial expressions

Problem Solving Skills

- Sales people are problem solvers and they identify any issues and then offer solutions to these problems
- Ensure that the problem the customer is trying to solve is the actual problem that needs solving
- Be proactive and anticipate the customers needs before he asks
- Stay in tune to what is happening in your customers marketplace
- Get involved when you can offer solutions to customers problems



Interpersonal Skills

- Interpersonal skills are the “ people skills” that help you to work with and build rapport with customers
- Thoughtful person is generally taken more seriously so stay calm, focused, polite and interested in the other person
- Non verbal communication are the things other people notice whether you are aware or not
- Your body language is constantly speaking
- Your facial expressions, especially your eye contact, your posture, your voice, your gestures all reveal how you are truly feeling

Organizational Skills

- Sales people must be well organized as they manage lots of information about product and services
- Keeping records of customer information and sales data
- Understand how to use data and software needed in the sales process
- Manage their own diaries and meeting schedules and arrive on time
- Follow up customer requests from sales meetings in a timely fashion

Self Motivation Skills

- Sales people self motivate and motivation requires setting goals
- Decide on the goals, write them down and address them daily
- Stop procrastinating, don't put off till tomorrow what can be done today
- There are tough times in sales when you can't take the next steps towards closing the sale
- Self motivation will help you work through these difficult occasions

Persuasion Skills

- Persuasion skills are used to encourage the customer to buy your product
- Persuasion is understanding the point of view of the customer and providing the relevant information on the benefits of your offer
- Demonstrate you understand by asking questions that shows you are informed about the customers business
- Generate a friendly and responsive environment and a golden rule is to “under promise and over deliver”
- Provide evidence and testimonials that your product is best

Time Management

- Time management is the process of planning and exercising conscious control of the time you spend on specific activities to increase effectiveness, efficiency, and productivity
- Managing time increases productivity and avoids forgetting things
- Ensures the completion of tasks at a faster rate and more effectively
- Plan the day well in advance, prepare a task plan or a TO DO list
- Finish the tasks within the stipulated time frame and tick the activities already done and concentrate on the remaining

Poor Time Management

1. Poor workflow: if you don't plan you can end up having to jump back and forth and leads to reduced efficiency and poor productivity
2. Wasted time and effort as you are distracting yourself
3. Loss of control and stress by not knowing what the next task is
4. Quality of work suffers by having to rush to complete tasks
5. Poor reputation as others feel they cannot rely on you to complete tasks in a timely manner

Sales Quote

“Don’t Watch The
Clock, Do What It
Does. Keep going.”

- Sam Levenson

Time Management Tips

1. Set goals that are achievable and measurable
2. SMART method:
Specific, **M**easurable, **A**ttainable, **R**elevant,
and **T**ime
3. Prioritize tasks on their importance and urgency e.g. important and urgent: do these tasks right away
4. Set a time limit to complete a task
5. Organize yourself and take a break between tasks
6. Plan ahead and remove non-essential tasks/activities



Sales Planning

- Planning is imperfect, and there will never be the perfect plan
- However the process of planning is really important, it focuses the mind on achieving the tasks ahead
- Set objectives: Specific, Measurable, Achievable, Realistic and Time bound
- Review progress on a regular basis and adjust the plan accordingly
- Plans will always change, anticipate problems and build them into the plan
- Give yourself the flexibility to cope with unforeseen problems arising

Sales Planning

- Sales people often avoid planning, they can't be bothered, they are too impulsive and want to go straight to the sales pitch
- Some don't know how to plan or think they don't have the time
- Plans are there to hit targets and can be: short, medium to long term
- Short term plans are for regular customers, medium terms are for prospects

Sales Skills Summary

1. Speaking: so much of selling is face to face so the sales people must be good at talking to customers and convey information effectively
2. Persuasion: be able to convince customers to change buying behavior
3. Service Orientation: actively looking for ways to help customers
4. Social Perceptiveness: is being aware of others' reactions
5. Active Listening: giving full attention to what others are saying
6. Presentation: convey sales proposal and comfortable answering queries
7. Communication: be clear in the message

Top Tips For Sales Executives

1. Don't oversell and never irritate the customer. Being pushy never leads to closure of deals instead give buyers time to think and decide
2. Never show desperation in front of the customers. If he really needs the product, he will definitely buy it
3. Be a self motivator and set clear goals for yourself
4. Avoid a casual attitude, clients will never take you seriously
5. Take care of your pitch while speaking to the customers
6. Convey what your product actually offers. Lies and fake stories cost later
7. Don't be afraid of the sales targets
8. Sitting in the office doesn't help in sales, get out and MEET customers
9. Don't feel bad if you are unable to close a deal. Understand where you went wrong and how things could have been a little better
10. Be a good listener and always understand what the customer has to say



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