



# 18 Definitive Sales Skills Your Team Needs to Master Today

## ACTIVE LISTENING



Every salesperson can talk, but only great salespeople truly listen. Active listening is about understanding not just what prospects are saying, but why they are saying it.

## EMPATHY



Strong salespeople work hard to understand their prospects. They put themselves in their shoes to better position themselves to best meet the needs of their prospects.

## RAPPORT & RELATIONSHIP BUILDING



Strong client relationships are built through good rapport. Positive interactions and engagements with a prospect increases the chances that the prospect will convert.

## HELPFULNESS



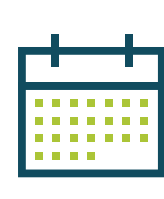
Being helpful is a powerful shortcut to building long-lasting relationships that can lead to additional opportunities over time.

## TIME MANAGEMENT



Successful salespeople know how to make the most out of the time they have. The more efficient your team can be with your time, the more deals you're able to close.

## FOLLOW THROUGH



Never make a promise you can't keep. If your prospects can't trust your sales team to deliver on their promises made in a meeting, how can they trust the promises made in a proposal?

## STORYTELLING



Storytelling helps your sales team create and foster an emotional connection between what you're selling and how it can solve your prospect's problems.

## TECHNOLOGY FORWARD



High-performing salespeople embrace technology. They understand it can make them more efficient with their time and more effective with selling.

## STRONG COMMUNICATION



Effective salespeople are effective communicators. They understand how to use every communication channel to its fullest potential while maintaining a personal touch.

## STRATEGIC PROSPECTING



True sales greatness is achieved by being strategic about how prospecting is approached. The goal is to realize the greatest possible impact for the lowest time investment.

## LEAD QUALIFYING



Strong salespeople know not to waste their time with leads that aren't qualified. Have your team provide help and value if they can, then move on to another opportunity.

## PRESENTING



A good presenter isn't concerned with what's on the screen. Instead, a good presenter helps their prospect connect how what's being presented will solve their problem.

## CLOSING



Exceptional sales reps know when to push to close a sale. They understand the dance between gaining commitment and buy-in without coming across as overly pushy.

## FORESIGHT



Make your team more effective by developing their foresight muscle. They should learn how to anticipate a prospect's potential objections, sticking points, and questions.

## ADAPTABLE



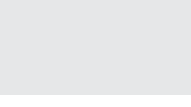
Strong salespeople need to know how to adapt their pitch and approach based on how an opportunity unfolds.

## COACHABLE



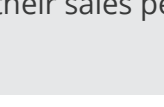
Great salespeople aren't just open to receiving feedback, they embrace it. They understand that ongoing training and coaching is the key to improving their sales performances.

## LIFETIME LEARNER



Whether it's brushing up on the latest sales tactics or following emerging trends, if you want your team to grow as salespeople remember A.B.L. Always. Be. Learning.

## PASSIONATE



Passion is what helps close deals and it's what sustains them when confronted with rejection. The more passion you can foster within your sales team, the stronger they will become.

Being a great salesperson is more than just writing a good proposal or being a world-class rapport builder, it's about developing that perfect mix of hard and soft skills needed to drive sales and close more deals. Start by having your sales team self-reflect on their current skill set. What are their strengths? Where are their growth potentials? Once you have an idea of where they can improve, you can work with them to provide the training and resources they need to take their sales skill set to the next level.

## IS YOUR SALES APPROACH UP TO DATE?

Shift the focus of your sales methodology by adopting a customer-centric view. Integrate our industry-leading approach to drive revenue, faster.

**GET IN TOUCH**