

Game Plan to Score Selling Touchdowns

Personal Attributes

- Be positive and confident
- Display passion and energy
- Show persistence and resilience
- Be affable and personable
- Exhibit diligence and dedication

Product Knowledge and Sales Training

- Master product knowledge
- Be aware of competition
- Sharpen competitive edge
- Read trade journals
- Become an industry advocate

Customer Focus

- Listen to your customer
- Acknowledge that “customer is king”
- Master person-to-person selling
- Learn business-to-business selling
- Customize strategies to suit key customers

Selling Skills

- Establish product need
- Promote product features and benefits
- Handle objections
- Provide proof sources
- Tie up loose ends in trial close

- Close swiftly

Plan of Action and Selling Strategies

- Maintain synergy between sales and marketing
- Study and fine-tune territory business plan
- Do a SWOT analysis
- Float new marketing campaigns to freshen product image
- Attend conventions and tradeshow
- Work closely with Marketing teams
- Accept constructive feedback from manager

Goals

- Meet/exceed territory quotas
- Be familiar with specific regional requirements
- Promote according to area demographics and income levels
- Look for hidden potential and untapped constituencies
- Form enduring bonds with customers for repeat business

Flawless Execution

- Use and adapt appropriate tactics
- Keep key clients engaged throughout the buying cycle
- Be aware of the 80-20 client rule
- Map time-efficient routing plans
- Do precall planning
- Make post-call notes
- Sell with passion and confidence
- Observe and analyze shifting market trends
- Practice and visualize sales presentations

Scoring Touchdowns

You can gain the necessary expertise and experience by following Factors 1 through 7. Then you can strive to achieve the status of the consummate seller by perfecting Factor 8 - the ultimate amalgam of the art and science of selling.