

The JOHN MAXWELL **Team**

The Key Ingredients for Successful Selling

Rob Hartnett

In today's market it is simply not enough to provide your sales team with some product training and send them into the field even if that sales team is just you!

Today's professional sales person needs four core competencies.

1. Knowledge – strong understanding of your product or service, the features and benefits and an understanding of your key markets
2. Attitude – a strong desire to succeed and persistence in achieving ones goals
3. Process – A sales process that is formalised, robust,, systemised and understood
4. Skills – the techniques of building rapport, understanding needs & listening. Communication skills such as writing compelling email copy are vital today for example

These four competencies will ensure your people not only identify opportunities but have the skills to manage them through to closure professionally with integrity.

However in many businesses it is the third competency that is not formalised and often left up to the individual sales person or business owner to invent by experience. This method can prove to be very expensive learning experience.

Ryan Allis the author of the bestseller from Zero to a Million says “if you choose to sell an expensive product that has a long sales cycle, make sure you are very good at the sales process or have a sales team that is.”

The need for a robust Sales Process is evident in the latest Winning Sales Organisations (WSO's) research conducted by Sales Performance Company Miller Heiman. They found that WSO's have a

The JOHN MAXWELL **Team**

well understood process for identifying their key prospects and a sales process for managing each key sales opportunity.

A sales process has a strong overlap to marketing and hence why the best performing businesses have strong connections between sales and marketing. A sales process is simply the steps your buyer goes through with you before the buy. An example would be

1. Prospecting
2. Verifying
3. Qualifying
4. Presenting
5. Closing
6. Following up

Each one of the six steps will ideally have an action from the sales person and the customer to ensure alignment and be well understood using a common language to ensure our selling process stays aligned to our buyers buying process.

Remember there is no time limit on the above and customers who call you or are walk in's may even appear at step 3. This process can be used for sales cycles of 3 years or 3 minutes.

The skill part is knowing where your prospect is in their decision making or buying process, and adjusting your communication style and message accordingly.

Rob Hartnett is an international award winning leadership & sales specialist who delivers entertaining, insightful and inspirational presentations. He is a certified Speaker, Coach & Consultant with The John Maxwell Team rob@robhartnett.com