

(Script)

## **WHAT SKILLS ARE NEEDED TO BE A SUCCESSFUL SALESPERSON ?**

### **Effective Communicator**

Communication is the ability to speak clearly and in a manner that is easy to understand. Sales is all about talking to people and getting them to understand what you are trying to communicate.

### **Ability to Listen**

Along with speaking, a great salesperson knows when to stop talking and listen. They never cut someone off while they are talking, because in doing so they would fail to hear a key element in identifying what that person's needs might be.

### **Asks Great Questions**

Salespeople are naturally inquisitive and know that in order to isolate what the real need or desire is in the buyer, they need to ask questions that will lead them to the answer. They naturally ask questions because they have a desire to help solve their problem.

### **Problem Solver**

. Great salespeople are always solving problems. The ability to find out what the buyer's problem is and offering suggestions that will effectively solve the problem with respect to what products or services you sell, generally results with a sale.

### **Well Organized**

. They know how to analyze what their goal is and in what order the steps need to be in in order to reach that goal.

### **Self-Starter and Self-Finisher**

A successful sales person moves forward on their own. to work because they know They are also very persistent to finish what they start. They achieve their goals ..

### **Positive Self Image**

They know who they are and what they are capable of doing.

### **Well Mannered and Courteous**

The best sales people are very well mannered. You may not realize it, but good manners is a way of showing respect for others. People are attracted to those that respect them and mutual respect is fundamental in building lasting relationships with people..including buyers.

### **Naturally Persuasive**

Another very common inherent skill with great salespeople is that they are very persuasive or know how to get what they want. They almost never give up or give in.

### **Person of Integrity**

Honesty in sales is so important and it is almost impossible for this skill to be taught.