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Welcome, Not a member? Sample unlocked content here. Achieving your sales quota is no easy feat. We all know that it takes a great deal of hard work, long hours and dedication. It can become disheartening when you put in so much effort and still somehow find your sales performance lacking. Being a great sales rep requires more than just a natural aptitude or ‘gift of the gab’. There are particular skills which, when honed and developed, can make those hard-won conversions far easier to come by. Read on to learn the top skills you need to be working on to increase your sales performance training. Research SkillsThe better informed you are about your customers, your competitors, and current market trends, the better your sales performance will be. Knowing what it is your customers are looking for and what problems they are trying to solve will help you make an engaging pitch and close high-value deals more quickly.  While most research starts online these days with a look at rival product websites and a google of your prospects, there are many ways you can improve your research skills. Consider learning how to get the most from your CRM, how to use social listening to discover more about your clients and competitors, and how to make use of the new AI research and competitive analysis tools appearing in the marketplace. Active Listening SkillsOne of the top skills to develop as a sales pro centres largely on know when to shut up and listen!  Active listening - the level of listening you need to employ if you really want to increase your sales performance - requires a high degree of focus and empathy. Not only do you need to really hear what your prospect or customer is saying, you also need to be able to decode the subtle nuances in their conversation which will alert you to their real business pain and preferences. Asking the right follow-up questions at the right moment will allow you to gain greater insights into what they’re looking for but also allow you to build rapport and develop meaningful and long-lasting customer relationships that lead to higher revenues.