Document 3 Welcome member Sample unlocked content Achieving sales quota easy feat know takes great deal hard work long hours dedication become disheartening put much effort still somehow find sales performance lacking great sales rep requires natural aptitude ‘ gift gab ’ particular skills honed developed make hard-won conversions far easier come Read learn top skills need working increase sales performance training Research SkillsThe better informed customers competitors current market trends better sales performance Knowing customers looking problems trying solve help make engaging pitch close high-value deals quickly research starts online days look rival product websites google prospects many ways improve research skills Consider learning get CRM use social listening discover clients competitors make use new AI research competitive analysis tools appearing marketplace Active Listening SkillsOne top skills develop sales pro centres largely know shut listen Active listening level listening need employ really want increase sales performance requires high degree focus empathy need really hear prospect customer saying also need able decode subtle nuances conversation alert real business pain preferences Asking right follow-up questions right moment allow gain greater insights ’ looking also allow build rapport develop meaningful long-lasting customer relationships lead higher revenues