

## UNIT - 1

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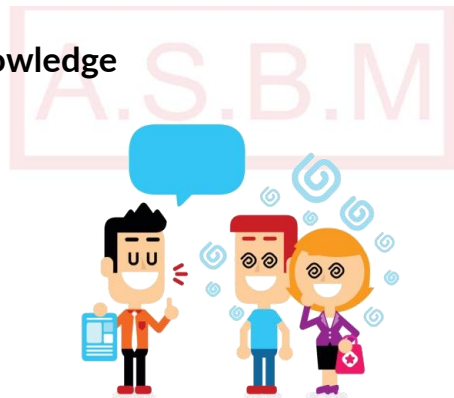








(a) Product knowledge



A sales representative who does not perfectly understand the product they are selling is a completely ineffective













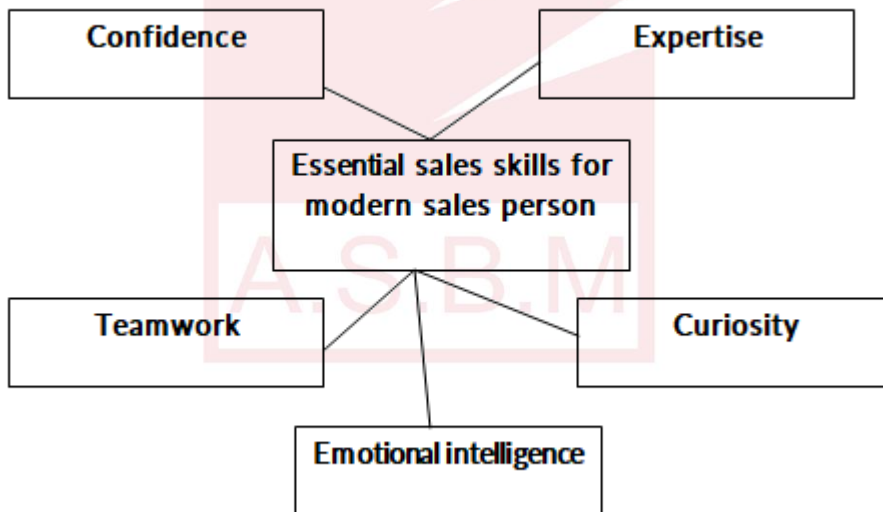




- Listen to feedback.
- Stay connected to customer.
- Objection handling.
- Learn about various closing techniques.
- Track the progress.
- Improve listening skills.

## 1.2 ESSENTIAL SALES SKILLS FOR MODERN SALESPERSON

The most important of today's sales skills is to simply understand the buyer. It's the foundation of effective selling. But it involves more than just understanding who the buyer is. Below are the essential sales skills for modern salesperson:



### (a) Expertise

It all starts with knowing what you're talking about. Prospects today are sometimes better informed than salespeople





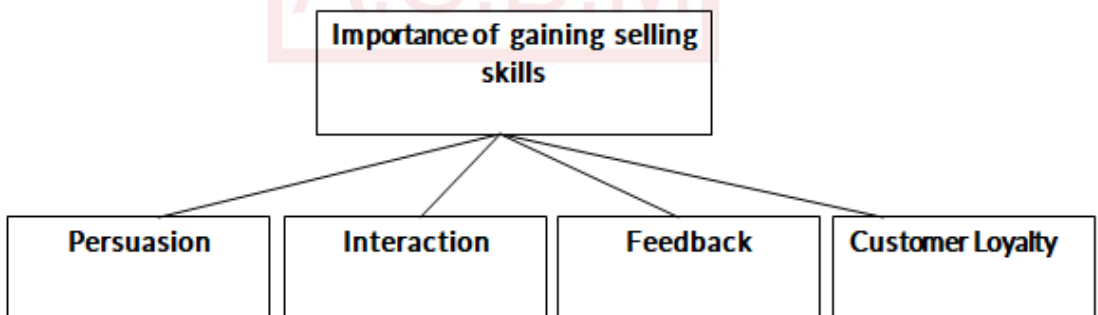
buyers do not want to be sold to; if they sense empty rhetoric, they'll put up their defences. Solid facts and personal relevance will earn their respect.

### (e) Teamwork

The best way to learn the prospects are by talking to the people who know other salespeople. Where “the lone wolves” of the past had their own secret pitch, the most successful salespeople today are great collaborators; they share best practices and give advice to each other and they understand that offering their own unique insight will get them something equally valuable in return.

## 1.4 IMPORTANCE OF GAINING SELLING SKILLS

Selling skills is the base that gives strength and flexibility to sales professionals. They are developed through experience, sales coaching, and training. They must be refined throughout a sales representative's career.







#### (d) Customer loyalty

While advertising is often used to attract customer attention and convey product benefits, selling also plays a role in maintaining on-going customer relationships. Salespeople follow up with buyers to ensure a good experience.

They follow through commitments made during the selling process. They also make suggestions for any additional purchases. All of these things allow the salesperson to keep contact with customers and manage ongoing communication about customer needs.



Sales play a key role in the building loyalty and trust between customer and business. During sales interactions, encouraging the customer to recommend a friend or give positive feedback can have an impact on the growth of the business through increased brand awareness and sales.





