

THE TOP-TEN SKILLS OF SUPER SALESPEOPLE



- 1. Focus on a few top prospects**
 - Give them a lot of contacts
- 2. Use “coaches” (insiders) to help them fully understand the customer’s requirements**
 - Match/mirror **personality types**
 - Use neuro-linguistic programming techniques
- 3. Thoroughly research prospects and their organizations prior to the first contact**
 - Know how to get buyers to talk
- 4. Ask questions and listen much more than they talk**
- 5. Because of their superb knowledge, they can act as a business consultant**
 - Help prospects solve problems
 - Know how to overcome objections
- 6. Provide appropriate marketing messages to prospects**
 - Value added propositions (what is the value that we are adding?)
 - Killer arguments (we’ve done it before)
 - Key discriminators (why they should choose us)
 - Ghosting discriminators (why they shouldn’t choose the competition)
 - Business case analysis/Return on Investment (Why fund this activity at all?)
 - Testimonial letters (who says so?)
- 7. Recognize when the buyers are ready to buy (Buyer’s Shift)**
- 8. Know how to close the sale**
- 9. Build long-term relationships with prospects and customers by providing superb customer care/account management services**
- 10. Ask for, and use a process to follow up on, referrals**