

Good day,

Please find below 4 things sales people need to do better than their competitors to win more business. While nothing profound, it indicates a lot of sales people are not good at all these things. They may think they are (i.e. not know they are not). Even if someone is good at 3 of the 4 things, what determines the strength of a chain is the weakest link, not the strength of the strongest ones.

The info is provided by Norm Roth, a leading Sales Consultant.

Regards,

Mike Sawchuk

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We've interviewed over 3,500 companies and asked them what salespeople do that they like, what salespeople do that they hate, and what salespeople could do better.

Their responses can be broken into four quadrants.

- Buyers want salespeople to demonstrate Business Awareness (understand basic business functions, know the industry and understand their customer's world);
- Product Application Knowledge (using a consultative sales approach, being solution-oriented and not someone who pitches products);
- Interpersonal Skills (credible, sincere, trustworthy and competent);
- and Sales Professionalism (organized, efficient and a person that follows a set process).

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