



WAYS TO IMPROVE YOUR SELLING

It has long been known that until something is sold, nothing else happens. The selling profession is therefore one of the most challenging and most profitable career paths one can choose. And for those with an innate ability to sell, it can be gratifying and profitable from day one. Others, who may want the income and freedom that comes from sales but who are not as naturally gifted, will benefit from a few specific tips on their way to improving sales.

First, acknowledge what type of sales you're best at. Door to door business to consumer, telemarketing, corporate business to business, and online are all different ways of selling. And while most salespeople must focus intensely on prospecting and business development, many in the corporate business to business sales world are responsible for closing million dollar deals in partnership with others at their company who generate the lead. Once you've narrowed down the type of sales you're best at, which may take years as you progress through your sales career, there are some additional resources that could help you.

Sales coaching is a new form of improving your sales. You partner weekly with a veteran salesperson outside of your company who works with you on specific techniques, motivations, scripts, behavioral training, or attacks the call reluctance or lack of confidence you may feel in your role. The sales coach is your advocate, someone who has experience working with many types of salespeople and can assist you with a perspective that only an unbiased third party can provide.

Another resource is lead generation. Specifically, find, hire, or create a method of generating more leads. Sales ultimately is a numbers game - the more leads you have in your pipeline, the greater your chances of closing more deals. If you can pay someone to generate more leads or create a direct marketing method of generating interest, much of your hard work will be done for you. This would free you up to focus on closing deals and generating income.

The final resource to consider is one not many people think of, but can be tremendously valuable. This idea was first proposed by Ben Franklin and popularized by BLANK in Think and Grow Rich. Create a mastermind of salespeople. This requires some work up front but could pay great dividends, especially if you don't compete directly and mutually respect each other. A group like this could have various forms - you could be local to each other and meet weekly, or connect online or by phone on a regular basis, you could all be part of the same industry but sell in non-competitive territories, or you could hire a coach among you to assist each of you in getting the most out of this process. It's been proven time and again that a mastermind group of similarly driven and focused salespeople could be one of the most beneficial things you do.

Regardless, if you're committed to sales success, you must continually improve yourself using either motivational techniques, lead generation and prospecting resources, or outside support from coaches or mastermind teams.

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