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It might sound like work, but a good salesperson knows a lot about

each prospect before making contact. A typical organization requires new salespeople to know the following before making a call:

- An overview of the prospect's business, including products or services.
- A detailed knowledge of the department in which the salesperson's products or services might be needed.
- A working knowledge of the key people in the organization.
- A thorough profile of the head of the department that would be likely to use the products or services being offered.
- Information on at least one current activity of consequence within the organization and preferably within the department.
- An awareness of a specific need for the products or services being offered.
- The skills to convert the salesperson's products or services into benefits that the prospect will find attractive.
- An inquiring mind and an ability to listen actively.

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