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## SALES JOBS - 7 STEPS TO BEING EFFECTIVE IN SALES

Sales depend on marketing and advertising, but many of the planners also want it to be included in marketing rather than being something out of marketing. Either way, it is your strategies that will see the business expand other than anything else. Here are the 7 most important steps that you should consider to be effective in sales.

### Effective Step #1: Basics First = Planning

Be it sales or any other business, admit it – without planning you're just nowhere in the scene. Suppose that you sell an exquisite variety of food that is a hit with the local crowd and people just can't seem to take their taste buds off your stuff. Even then, you need to plan about the budget, expenses, rationing and a whole lot of other factors before you can actually build on the profits. This is sales strategy and even a basic businessman (even without knowing it) has to follow a sales planning strategy.

### Effective Step #2: Expectations from Self

When in sales, you must have expectations from self. Without expectations and self set deadlines, you're nowhere in the business. Having said that you must also take care that you're not expecting too much from yourself! Expectation here basically means to set sales targets and working accordingly.

### Effective Step #3: Time Management

Time is one thing that is always less in sales. When in sales, you must manage time even before you manage your finances! Needless to say, efficiency is the key to working here – the more you get done in a lesser time will decide how you take yourself higher up the sales ladder.

### Effective Step #4: Attitude

'Sales' is one area where the attitude determines everything, including your profits. Be enthusiastic but never over-optimist. A positive attitude is a must and a frame of mind that can bear any loss comes into the way.

### Effective Step #5: Develop Content

'Sales' is a high risk venture. It is also a high paying, performance driven incentive based job. The better you're able to develop content for the product to be sold, the faster you can expect your business to grow, not to mention the faith in the market you will be able to command!

### Effective Step #6: Communication

A sales person has to be a well-spoken, team man. He has to have communication skills that are better than everyone around him and then only he can expect a decent profit.

### Effective Step #7: Service

After sales service is one of the most important things that determines the success of your company. It is often that firms fail to deliver on service and that results in their untimely death! Have a great service support after sales and you shall never see loss again!