



The Selling Fundamentals Series: Selling Skills 101

W Sales and Business Marketing Program
WESTERN MICHIGAN UNIVERSITY

The Selling Fundamentals Series
Selling Skills 101

Module #2

The Sales Faculty
Western Michigan University

Big Picture Selling Skills

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Selling Success relies on the ground-level application of a few fundamental skill sets. It is the smart application of these big picture skill sets that help salespeople successfully navigate the day-to-day challenges of selling

Preparation **Communication**

Facilitation **Persistence**

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PREPARATION Fundamentals

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A system where one “makes ready” in order to ensure a successful experience

GOALS What do you hope to accomplish? <small>Gain Understanding</small>	ACTIVITIES What actions need to be taken? <small>Research Situation</small>	TOOLS What tools need to be created or used? <small>Create Worksheet</small>
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PREPARATION involves... **Commitment** **Research** **Thought**
Creation **Rehearsal**

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COMMUNICATION Fundamentals 


Successful **SELLING** communication is 2-WAY

PULL COMMUNICATION
Using your communication approach to collect the needed information to understand the buyer.
Questioning - Listening

GOAL?
A 2-Way Understanding
You understand them
They understand you

PUSH COMMUNICATION
Using your communication approach to persuasively relay ideas and solutions to the buyer
Speaking - Presenting

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FACILITATION Fundamentals 


IDEA Facilitation is managing the space between the core ideas / messages of your communications **IDEA**

Conversation Facilitation
Create and manage the flow and direction of a conversation.

Presentation Facilitation
Keep an audience engaged and on the same page during a presentation.

Document Facilitation
Bring the structure, flow, and priority of your written words to the forefront.

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PERSISTENCE Fundamentals 

USING YOUR ENERGY AND RESOURCES TO ACHIEVE A GOAL IN SPITE OF DIFFICULTY OR OPPOSITION

SMART Persistence
Persistence that is based on **UNDERSTANDING**


GRIT
STAMINA
TENACITY
ENDURANCE
ASSERTIVENESS

Top Salespeople **DEVELOP** their persistence every day. Like any muscle, if you don't exercise it with good technique, it dwindles

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Skills need an ETHICAL Foundation 

Preparation "Win before you begin"	Communication "Understand and be understood"	Facilitation "Keep everyone on the same page"	Persistence "Smartly push forward"
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Ethical Foundation

HONESTY To be free of deceit; truthfulness; honor and fairness	Long-term success requires an ethical approach	RESPECT To show regard for the inherent worth of individuals; free from bias
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