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Four Fundamental Skills

Preparation

Communication

Facilitation

Persistence

The Ethical Foundation

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WESTERN MICHIGAN UNIVERSITY

Module 2

Another Chapter in the Journey to becoming a Sales Pro!

*On*SELLING

current topics >>>

Selling technique success start here!

The Sales Faculty at Western Michigan University will be guiding you through some very practical and workable selling techniques that will help you achieve success in the vast array of challenging selling situations you will find yourself in. And all of the models build from the four fundamentals addressed in this lesson.

So as the lessons turn to specific models and techniques, take the time to reflect on the connections. You should clearly see that in the end the specific techniques are the application of the four fundamentals. Thus strongly grasping the fundamentals gives you the base to work from when practicing the techniques.

Four Fundamental Skills

Selling success starts with these skills

This course is going to introduce very specific techniques and best practices for winning as a salesperson, but before we get into these very applied models we will start with four fundamental skills that form the basis for those techniques. These four fundamentals will be applied in each technique, so it is logical to start with the four skills.

Preparation

Preparation is the starting point for all success (in selling and in life!). Most failure can be traced back to a failure of preparation. Effective salespeople develop into serious and consistent preparers. The goal is captured in the phrase: "Win before you begin!"

Communication

Fundamentally, selling is an applied communication activity. Effective selling revolves around understanding, and understanding requires communication. Sales professionals gain competence in a full range of both push and pull communication. Communication success boils down to "understand, and be understood!"

Facilitation

Facilitation is the art of managing the flow of and direction of communication. While communication focuses on the key ideas being exchanged, facilitation focuses on the space between those ideas and leads to everyone being on the same page.

Persistence

Achieving a goal takes commitment and resources, especially in the face of opposition or difficulties. This is persistence. Great sales people develop their smart persistence through the use of understanding based approaches and apply it to the challenges they face. Call it grit, tenacity or assertiveness, but in the end it is about smartly pushing forward

Mark your calendars...
**Great Lakes High
School Sales Challenge**

Two Events: Speed Selling & Role Play
Two Rounds: e-Round and
On-Campus. Dates & details can be
found on the GLHSSC web site:

www.wmusaleschallenge.com

While these fundamental skills are key to success they must be built and practiced from an ETHICAL foundation.

Long-term success in selling (and in life) will only be possible when ethics are the underpinning of all your actions!

Selling is applied **COMMUNICATION** >>>

Two-Way **COMMUNICATION** wins the Day!

Selling is applied communication and the winning combination is having skills and competencies in effective TWO-WAY communication. Yes, we do mean back and forth between parties to the communication, but we also mean you have the ability to be an effective PULL communicator and an effective PUSH communicator. The goal: YOU UNDERSTAND THEM and THEY UNDERSTAND YOU!

PULL COMMUNICATION

A starting point for success in selling is gaining an **UNDERSTANDING** of the buyer's situation, needs, and challenges. This requires salespeople to be successful at PULL communication. Through effective questioning and listening they can pull the needed understanding from the interaction.

Tool-Box of Questions

Having competence and comfort with a broad range of questions

Engaged Listening

Having the concentration and focus to really gain understanding

PUSH COMMUNICATION

To achieve a successful outcome in selling the solutions you can offer must fit the challenges the buyer faces. This requires that the buyer understands you and the case you are making. Through organized and effective conversation and presentation you will have to be able to push the needed understanding to the buyer (without ever being pushy!).

A Targeted Approach

Being organized so your message clearly makes the case that your solution fits

Brought to Life

Using a full range of tools like proof and story telling to be persuasive

Smart >>>

PERSISTENCE

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

Effective salespeople do not give up easily. This does not make them pushy, it makes them smartly persistent. They use their energy and resources to appropriately push forward based on their understanding of the situation, and they are equally passionate about understanding the situation before suggesting a next action.

Smart persistence is not about banging your head against the wall because when we do that the wall goes nowhere and we bloody our head and annoy the buyer. Instead it is about finding the shovel, the ladder, or the door to get past the wall.

It is also called...

GRIT, Stamina,
TENACITY, endurance,
Assertiveness

Win before you begin >>>

It Starts with PREPARATION

There is a misconception that effective salespeople have some innate ability to just wing their way to success. But the reality is the opposite; great salespeople are great preparers. They understand that it is the work that is done beforehand that drives success.

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

GOALS

Preparation begins with goals and objectives. From the beginning, you need to know your hopeful end point.

ACTIVITIES

Preparation compels you to action and thus you need to determine what actions will create the win.

TOOLS

Preparation is the time to build the needed toolbox so that when it is time you have what is necessary to win

Preparation involves **COMMITMENT** each and every day, it requires you to **RESEARCH** to fill your knowledge gaps, it involves **THOUGHT** to make sense of the situation and possibilities, it involves the **CREATION** of plans and tools to win with, and it mandates **REHEARSAL** to be sure you can execute your winning plan



