

Ihr Logo

Sales Training (Basics)

SEMINARVERANSTALTUNG

LESERPROBE



*Musterunternehmen
Deutschland AG*

(Logo of your client)

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(Company name of your client)

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INTRODUCTION

*".... 'Sales' is more than the mere selling of goods.
In its most refined form, it is the art
of seeing the best in human beings and objects
and of being able to express this in one's behaviour.
It is the art of communicating, of appreciating,
and of influencing others for mutual benefit ..."*

Cassan

*"It is not prudent to pay too much –
at the same time, however, it is equally imprudent
to pay too little!*

*If you pay too much,
everything you are going to lose
is some money, and that's it!*

*If you pay too little, however,
you might be at risk of losing everything
because the object you bought
is unable
to perform what it was bought to do.*

*If you deal with the lowest bidder,
it is advisable to add some money to the offer
for the risk you are running.*

*And if you do that,
you have enough money
to buy something better."*

John Ruskin
(1819 - 1900)

English author and social reformist
on a bargain

BASICS OF SELLING

Considering narrowing markets and increasing competition in virtually all branches of industry, it is paramount for each and every employee of a company to be aware of the particular importance of selling and to adapt their work efforts accordingly.

Therefore, thinking and acting of various departments, employees, and supervisors must be concentrated toward **sales**. Any and all people involved in a company must understand that the company's struggle for success is bound to fail without sales. Thus, the needs of this department must be of the **highest significance** for a company, with all other entrepreneurial functions being secondary to sales. After all, the market decides about success or failure of a company and about whether or not said company's products are accepted.

In a company's hierarchy, the sales department should have a superordinate or key position. Making all departments and employees aware of the needs of the sales department is a decisive factor for a company's success.

Selling is not everything – but without selling, everything is nothing

At the same time, a somewhat ambiguous attitude toward sales seems to prevail, illustrated by various job titles such as "regional manager", "district manager", "representative", "key account manager", or "area sales manager".

In fact, no one seems to want to admit that they want to sell something. At the same time, just about any professional group including freelancers – physicians, lawyers, and tax advisors – have to sell either themselves or their services. Oftentimes, selling triggers negative associations such as "besieging", "beleaguering", or "taking advantage of someone"; it regularly takes the bottom rung of the ladder in opinion polls.

Importance of Sales



Therefore, decide for yourself if you really enjoy your sales duties, if you are fully convinced by your product, your enterprise, and your job – since you will not be able to convince as long as you are not convinced yourself. Think about Augustinus’s famous quote:

You can only ignite the fire burning within yourself!



Besides the issues of attitude and mentality, there is another problem that needs to be considered. Sales are under constant pressure of performance maximization, i.e., within our society and our economic system, stagnation means a step backward.

Therefore, sales employees, along with everyone else involved in the process, are constantly and incessantly pressed to maximize their performance. This pressure in professional and personal life makes itself felt rather negatively, and that is why the following will deal with some important basic and success techniques which enable performance maximization to be instituted easily, quickly, and more effectively.

Check your attitude



Performance maximization

PERFORMANCE MAXIMIZATION

Performance maximization means constantly increasing expectations of yourself. This leads to a permanent growth of experience and skill so that, in turn, new challenges can be tackled more easily. By taking on and surmounting new obstacles, personal skills increase along with personal success.

Attaining this goal follows three simple steps:

Take care of everything right away!

Immediately taking care of tasks is the basis for working without stress. There is nothing “you must not forget”; you will not accumulate work up to total chaos, and you will not have the emotional stress resulting from it.

Name / Task	Activity Planner	A	B	C
Lewis, Inc.	call regarding order	X		
Mr. Miller	call regarding liability	X		
Mrs. Ryder	inquire regarding offer	X		
presentation documents	rearrange		X	
employees	meeting regarding customer inquiry		X	
trade journal	sort			X
correspondence	sort out old documents			X

Activity and Priority Planner

Do not wait for others!

If a personal decision has been made upon a course of action, implementation should follow immediately. Waiting too long for the opinion of others will delay or even obstruct the completion and fulfilment of tasks and goals. A recent publication stated that 60 % of all managerial decisions are implemented incompletely or not at all, just for one simple reason – they come too late!

Do not be too late

If you have reached a decision, if you have made a plan, take the first step within 72 hours – or you will not take it at all!

Trust that nothing is impossible!

Oftentimes, our reaction toward unpleasant, difficult, or uncomfortable tasks looks like this: "It is impossible!" In reality, this might be a lame excuse. In order to make so-called impossible tasks possible, it might merely be necessary to take the first step. How can we realize our potential if we do not put it to the test? How can we learn if our skills can be developed if we do not constantly increase our expectations? Bear in mind:

Anything goes

Oftentimes, it is not about the wrong goal, but about the wrong deadline!

Positive thinking and acting!

Positive thinking is oftentimes confused with an idealized view of the world. Thus, it is to be pointed out here that positive self-programming can very well be a hardboiled working technique.

Real positive thinkers do have a very clear picture of reality – they just differ from many other people in one significant fashion:

Positive and realistic thinking

A positive thinker perceived reality with all its less desirable aspects. Firstly, s/he decides whether or not s/he is concerned by it. Secondly, s/he thinks about if s/he can do something to change it. Lastly, if so – how and in what way? Usually, positive thinkers are very successful and vivid individuals.

Positive thinking can be learned and trained. Start by taking small steps – but remain steadfast!

Humans are controlled by their **subconsciousness up to 80 %**. Nowadays, they are flooded constantly with negative information.

Self-programming the subconsciousness can be employed as an effective counter-strategy. It serves as a reinforcement of one's own motivation and willingness to succeed by using autosuggestion and relaxation techniques and can greatly contribute to one's **physical and psychological well-being and personal potential – the most important requirements for successful selling!**

Make use of your subconsciousness

Three “positive rules” you should observe:

- experience joy, and be a source of joy for others
- attain your own goals
- find a balance against your work

3 positive rules:



Your way to success: positive thinking and acting!

