

How To Be An Awesome Sales Professional In The 21st Century.



Thomas Ellis

TABLE OF CONTENTS

INTRODUCTION		2
CHAPTER 1	SUCCESSFUL SALES PROFESSIONALS MUST BE MASTER COMMUNICATORS	3
CHAPTER 2	SUCCESSFUL SALES PROFESSIONALS MUST BE PASSIONATE	5
CHAPTER 3	SUCCESSFUL SALES PROFESSIONALS MUST HAVE A HUMAN TOUCH	6
CHAPTER 4	HOW TO GET MORE BUSINESS FROM YOUR EXISITING ACCOUNTS	8
CHAPTER 5	SECRETS TO RETAINING CUSTOMERS	10
CHAPTER 6	NURTURING YOUR CUSTOMERS	11
CHAPTER 7	MANAGING THE SALES PROCESS	12
CHAPTER 8	BUSINESS CONSULTANTS HELP THEIR PROSPECTS DEVELOP THE RIGHT SOLUTION	13
CHAPTER 9	PRESENT & PROPOSE EFFECTIVELY	14
CHAPTER 10	THAT LITTLE “EXTRA”	15
CONCLUSION		16

INTRODUCTION

The culture of sales has changed in the last century. We live in the information age where businesses and consumers alike can access information with the click of their mouse. What does this mean for the modern sales representative?

It means that antiquated sales methods no longer work with today's buyer. Before the information age, sales reps had a degree of power in the salesman/buyer relationship because they had something the buyer needed and all of the information they wanted, they had to get directly from the sales representative. That is no longer the case. Today, we face educated buyers that have done their due diligence way before you contact them for the first time.

As a result, today's sales rep must be informed and ready to provide a unique selling proposition that will leverage their relationship with their buyer to create a sale. Different characteristics enable today's sales professionals to be more effective. In this eBook, we will review those characteristics along with specific tips to help sales reps leverage their success throughout the sales process.

CHAPTER 1 - SUCCESSFUL SALES PROFESSIONALS MUST BE MASTER COMMUNICATORS

Have you ever heard someone say “you have a natural gift for sales”? While that is a compliment, the process to becoming a good sales professional requires the development of several different skill sets. Some of those skill sets may overlap with your natural abilities which is great, but some may require some work. The good news is that skills can be developed with practice.

One of the most important skills for a successful sales professional is communication skills. Communication comes in many different formats including verbal, written, body language and even listening. Each of these play a vital role in facilitating a successful sale.

VERBAL COMMUNICATION

Verbal is the most obvious form of communication. It is how you communicate directly with your customer or prospect when you’re asking questions or going over product benefits with them. Don’t overdo verbal communication with your prospect. While it is important to be clear and explain to them the benefits of your product or service, you don’t want to do a product dump on them. No prospect likes that. Your verbal communication should consist of an even exchange between you and your prospect. As matter of fact, the more verbal communication you receive from the prospect, the better because you cannot propose an ideal solution for them without learning more about them first.

Skills can be developed with practice.

NON-VERBAL COMMUNICATION

Active Listening: Non-verbal communication is just as important as verbal communication. Active listening is one of the most important skills a sales person can learn in their career, and is often the skill most are quite deficient in. Take the time to really listen to your prospect. Learn about their business and their pain points. Listening actively means turning off all distractions, not interrupting them, and fully focusing on what they are telling you. There is nothing more annoying to a customer or prospect than to tell you everything they need and then have you follow that up by asking a question they just answered. That is not active listening. Confirm that you are listening to your prospect by following up with clarifying questions and repeating what they’ve told you. That assures them that you are, in fact, listening to them.

Body Language: Body language is always a key indicator of how your prospect is responding to your direct communication. Ignoring these signals can easily result in the loss of a sale. Is your prospect making eye contact with you? Do they lean forward in anticipation of what you are about to tell them? These are signs that they are engaged. Or, are they sitting back with their arms crossed? Are they refusing to make direct eye contact with you? Are they distracted, playing on their computer or their phone? These are indicators that you do not have your prospect’s attention and that you are losing them fast. If you are not attentive to your prospect and looking for these signals, you will miss the chance to respond in kind. Conversely, your prospect is looking for the same body language from you. Do you stand upright and look them in the eye? This is a sign of confidence. Slouching and lack of eye contact communicates to the prospect that you are unprofessional and unsure of yourself.

WRITTEN COMMUNICATION

Written communication does not play a large role while you are meeting with your prospect, but it is vital when you are in the process of setting up your meeting and following up. How clear and concise is your communication? Does it reflect that you take an active interest in their needs? Does it have typos? These are all important aspects to consider when communicating with your prospect because a bad impression can mean a lost opportunity.

Learn how to master the art of communication. It will not only help you develop into a great sales professional but you will find that it will help with your own personal relationships as well.

CHAPTER 2 – SUCCESSFUL SALES PROFESSIONALS MUST BE PASSIONATE

“Passion – a strong feeling of enthusiasm or excitement for something or about doing something.” That’s Merriam Webster’s definition of passion. What’s yours? Anytime you run into problems performing in a position, one of the first things to check is your passion meter. Are you excited about what you’re doing? Without passion or enthusiasm about what you’re doing, you will not be successful. Prospects can read a sales professional without passion immediately. Passion is infectious. If you are passionate about what you’re doing, you can lack product knowledge and still sell the prospect. People love working with other passionate people. If you love sales, but your passion has been on the decline lately, think about the product or service you’re selling. Does it align with your philosophy? Do you believe in it? If not, you will not be successful in promoting it?

Passion combined with qualities like drive, focus, commitment and integrity can only amplify your success in your sales career.

DRIVE: Passion and drive go hand in hand. When you are passionate about what you do, it feeds your drive to succeed. A driven sales professional doesn’t need anyone to tell them what to do; they are motivated to move their career forward on their own. As sales manager will never need to manage a driven sales professional, they will only need to lead them. A driven sales professional is not a clock watcher. They care about doing their job and doing it right, regardless of the time it takes.

FOCUS: Passionate sales professionals are focused. They understand that focus is necessary to achieve success. They are focused on learning about their customer. They are focused on doing market research about their industry and their competition. They are focused on staying up to date on any new products or services their company is offering. Excellence is part of their philosophy.

COMMITMENT: When you are passionate about your career, you are committed to being the best. You are not just committed to the company that you work for, you are committed to the trade. You want to be an example for others to model. There’s no on/off switch to your job. It’s more than just a job to you; it’s part of who you are.

INTEGRITY: Integrity stands alone as a character trait all sales professionals should possess. Integrity is who you are when no one’s looking. Many people plaster on an image of how they want other people to perceive them and then become something totally different behind closed doors. A person of integrity is the same through and through with nothing to hide. Integrity is not something that can be taught; it is a quality like passion.

All of these characteristics play a major role in crafting the ideal sales professional. At the fabric of all of these traits is passion because you honestly cannot do anything well without passion. Passion fuels your drive, focus and commitment while integrity governs your philosophy and how you do anything. A sales professional that is able to successfully weave these traits and skills together will find themselves with a long and sustaining career.

Without passion and enthusiasm about what you’re doing, you will not be successful.

CHAPTER 3 – SUCCESSFUL SALES PROFESSIONALS MUST HAVE A HUMAN TOUCH

Contrary to popular belief, good sales professionals are heartfelt individuals that genuinely care about people. A lot of people associate sales with a negative stigma, the used car salesman who will try to sell you everything you don't need to achieve his own agenda. Don't get me wrong – those types of sales people do exist, but they are not your most successful sales people. Successful sales professionals are relatable, outwardly revealing to their prospects their human side.

Problem Solver: A good sales professional is focused on learning about their prospect so that they can help them solve a problem they have. They are good investigators, learning as much as they can about their prospect so that they can be a helpful resource. A really good sales professional may even go beyond what their company can offer and provide their prospect or customer with additional resources to solve problems outside their scope.

Don't get into a career where you have to deal with people if you are not a people person.

Empathy: Because good sales professionals solve problems, they are also empathetic to the problems their prospects experience. They care. It is difficult to build relationships and connect with your prospects or customers if you are cold hearted. Prospects can sense when a sales person is genuinely interested in what they have to say and when they are just giving lip service to try and land the sale.

Build Rapport: A good sales professional cares about more than just making the sale. They value the relationship. In order to start this process, they need to break the ice with topics outside the scope of the sale itself. They make an effort to learn more about their prospect, their children and their hobbies. Clues to guide this initial conversation can often be found in your prospect's office when you meet with them for the first time. Take some time to get to know them and let them know that you are interested in more than just closing a sale with them. Once you take the time to build this relationship, it will follow you for years to come.

Personable: A good sales professional needs to have a personality. Don't get into a career where you have to deal with people if you are not a people person. Sales requires great people skills because you have to interface with customers, prospects and your internal office staff on a regular basis. You are often the liaison between the client and the company once you establish an account; therefore, it's important that you know how to handle different personalities and learn how to relate to each. Good sales professionals can also manage conflict with a customer or prospect just as easily as they handle praise.

Adaptable: Sales professionals have to navigate change on a regular basis. Each customer or prospect has different needs and none of them fit nicely into a little box. As a sales professional, you have to learn to adapt to the different needs of the customers you serve. No one day is alike because no customer is alike. They all have different needs and you must be ready and willing to rise to the occasion to meet those needs.

Fearless: Sales professionals face rejection on daily basis. It's not always easy to pick up the phone and make another cold call after receiving that rejection, but it is a necessary step to get that one person who will say yes and take a meeting. It's a numbers game and the sooner you learn not to take anything personal and just move forward, the easier it will become.

Goal-oriented: Successful sales professionals know how to set a target and go after it. But, the difference between a good sales person and a bad sales person is a good sales person puts the pressure of their goals on themselves; a bad sales person places all of the pressure on the prospect. And, we know that a prospect under pressure will not buy. Focused, goal-oriented sales professionals are effective at building relationships and closing more sales.

The bottom line is good sales professionals are human just like you. They care about people and simply want to work with their customers to make their lives easier. While many make great income, they are not all about the dollar bill. Good sale professionals genuinely care about people.

CHAPTER 4 – HOW TO GET MORE BUSINESS FROM YOUR EXISTING ACCOUNTS

Now that you know the skills to develop to become a great sales professional, let's focus on how to put those skills to good use through quality results. Have you ever heard that it costs much more to get new customers than it does to take care of the ones that you have? It's not a myth. However, there are several difference sources on this subject matter. According to LinkedIn, the cost to acquire a new customer ranges somewhere between 4 and 10 times that of keeping an existing one. That being said, you should take a close look at what you already have and work on cultivating those relationships.

With this knowledge in hand, I've often wondered why companies have their sales organizations singularly focused on new business instead of penetrating their existing accounts. That's not saying that there is no value in new business development because there certainly is; however, most companies have no balance when it comes to sales. They are one dimensional and the blinders that they put on not only cost them more money to acquire new customers but the missed opportunities among their existing customers is exponential.

I have always thought that revenue is revenue and a sale is sale. There is no extra value or bonus points for bringing in new business. It is easier to close more sales with existing customers than it is to close NEW Business because a relationship already exists with these customers. They already trust your input an expertise so there are no barriers to climb over like you have to do with new customers. That being said, the perfect sales mix will always include new customers and existing customers. But, the mistake most people make is leaning too far one way or the other, usually in the direction of new sales.

Here are just a few tips to help increase your sales with existing customers:

1. Take some time to study your accounts and look for all of the potential opportunities within them. This does require a little research on your part, but you're not starting from scratch because these are accounts you should already be familiar with. A good place to start might be looking at their organizational structure and seeing what departments might benefit best from the product or service that you offer.
2. Research their current challenges. As you are looking for new opportunities within the company, learn more about what problems they are encountering and why. Try to learn what providers they are currently using, what they like about that relationship and what they don't and see what gaps you might be able to fill.
3. Develop a plan to help them. Once you've done your fact finding and learned what their challenges are, develop a custom plan to help them.
4. Have your main contact introduce you to other department leaders. The key to growing and developing opportunities within an existing account is nourishing those relationships you already have. Once you've done your research and developed a plan, take some time to meet with your account contact and let them know that you'd like to expand your product offering throughout the company. Let them know that you've done some research to learn more about

The cost to acquire a new customer ranges somewhere between 4 and 10 times that of keeping an existing one.

each of these departments but would like an opportunity to interface more directly with the department leaders learn how you can serve them more efficiently. Then, ask for the introduction.

It's really that simple. Creating opportunities within your existing accounts will feel like a piece of cake compared to going after new business because of the level of trust you've already built with your contacts. You've earned the right to take your business to the next level, so why leave money on the table?

CHAPTER 5 – SECRETS TO RETAINING CUSTOMERS

There is more to the sales process than just acquiring customers. Many sales professionals are great at the hunt but lack the skills to keep the customers they work so hard to attain. To me, that's like going on a diet and working hard to lose 20 pounds and then eating a cheeseburger. It just doesn't make sense. Retention is a natural part of the sales process, but it is often ignored because sales professionals think customers no longer need their help once they've begun to do business with you. This could not be farther from the truth. Here are a few tips to help you retain your customers:

1. **Give your customers a reason to return.** Always remember that your customers have a choice. They are not obligated to use you. Even in the case where they might be under contract for a specified period of time, do you want them to renew that contract? If so, you must give them a reason to do so. And, that reason is just providing a high level of service to them. Your customers need to know that they are more than just a dollar sign to you, and when you ignore them right after they sign on the dotted line, that's exactly what they think. Show them that you are their partner and will work with them to ensure they have the best possible experience working with you and your company.
2. **Set expectation levels that attract customers, while still leaving room for exceeding those expectations.** It's always good to set expectations with your customers from the beginning so that they understand and know their role in this process as well as yours. But, the really cool part is when you are able to exceed those expectations, further renewing their trust and confidence in you.
3. **Keep your word – deliver your promise.** If you promised something to your customer, make good on that promise. Your new customer is counting on you to be true to your word, and oftentimes use this as a test as to whether or not they want to continue doing business with you. Once you've delivered on your promise, "wow" your customer by doing just a little bit more.
4. **Understand your customer.** With today's global economy, buyers are more empowered than ever before. You will not gain loyalty from your customers based on just the quality of your product alone. There are many competitors out there and the differentiators between you and them are minimal. Your customer knows this. What builds customer loyalty is a relationship. You must show them that you want to do business with them and that you actually care about making their lives better. This starts with seeking a genuine understanding of their business and how you can help them make it better. In the end, the key to retaining your customers has nothing to do with the product itself. It's really all about you.

Take some time to nurture the relationships with your customers, demonstrate value and show a genuine interest in their well-being, and you will be well on your way to retaining their business.

Retention is a natural part of the sales process.

CHAPTER 6 – NURTURING YOUR CUSTOMERS

Let's face it! Sales professionals often get a bad reputation for selling a customer and then forgetting about them. It's an overwhelming hurdle that good sales professionals have to cross over when meeting their prospects for the first time. Many prospects lack trust in the beginning because they've been in a situation where their sales person only cared about making the sale and neglected them as soon as they signed on the dotted line. Now that you've done all of the work to create trust with your new customer you don't want to fall into the category of this negative stereotype. You want demonstrate to your new customers that you are nothing like ALL the other sales professionals that they've encountered in the past. You want them to feel confident about their choice to work with you and show them that you genuinely care about helping them even if it means NO SALE for you.

Here are some ways you can do this:

1. ***Always look for ways to add value.*** Remember, your job does not stop after the sale. Continue to study your customer and learn their hot buttons. Those hot buttons don't always have to mean a direct sale for you. Just be in tune to what their needs are. For example, if you know your customer is looking to hire a new employee, try to help them by providing resources or potential candidates. When you do this, you move out of the position of just the sales guy or the vendor to a partner. Your customer now sees you as someone who is interested in more than just making a sale.
2. ***Always look for ways to introduce your client to potential new customers.*** Again, this elevates you as a partner and not just a sales guy. It also requires that you take a direct interest in their business and understand what they do and their target market, which is very impressive to a new customer. By introducing them to potential customers, you are showing your customer that you appreciate them investing in your business and you'd like to invest back in theirs by helping them grow their customer base.
3. ***Help your customer find strategic partners to increase revenue.*** When you truly partner with your customer, it is about more than just your product sales. It is about making them more successful. As you learn more about their business model and products, you will also learn about companies and individuals that could further elevate their presence in the marketplace. Openly share this information with your customers and they will appreciate it and look to you as a resource.
4. ***Show a direct interest in them.*** Take some time to show interest in your customers beyond just business. Make a point to learn when their birthday is and send them a card. Send them a Christmas card every year. If they have children, ask about them. This just further solidifies your relationship with your customer and builds comfort and trust between you. Remember, people do business with people they like.

Nurturing your customer relationships really isn't that difficult. You simply need to show your customers that you care. This will require a little bit more effort on your part, but it's always worth it.

***Show your
customers that
you care.***

CHAPTER 7 – FROM SALES REP TO BUSINESS CONSULTANT – MANAGING THE SALES PROCESS

Contrary to popular belief, managing the sales process is more than simply following steps one through five. It is much more intuitive. If you desire to build a true partnership with your prospect and build a reputation as a business consultant, you are going to have to learn to be flexible. Every prospect is different and will go through the sales process a little differently, based on their needs and business landscape. It is your job as their advisor to cognizant of that.

I'd like to review a couple of brief points that you should consider as you are managing the sales process with your prospect.

- **Document your progress with every interaction.** Every communication you have with your prospect has a purpose whether it is simply to establish rapport or you are in the process of closing. It is your job to guide your prospect through this process. Notice that I said guide, not bully or bulldoze. When a sales professional shows enough finesse, a prospect will not even realize they are being moved through the process because it's natural. It doesn't matter whether the prospect you are dealing with is ready to buy in a month or a year, set expectations and document your progress. This will not only benefit you, but your prospect will appreciate it as well.

Every prospect is different and will go through the sales process a little differently.

- **Seek to understand their needs.** All prospects' needs are different and you should treat them as such. The worst thing you can do it is approach your prospect with a cookie cutter solution, even if you only offer a singular product. Learn about your prospect's business and what gaps they are trying to fill. A prospect really appreciates someone is willing to listen to their needs and respond in kind rather than push their product on them, which by the way, is what they expect. You have the power to change this expectation by simply listening and showing genuine interest. Once you've taken the time to learn their needs, collaborate with them to map out a timeline to devise a solution. The reason I suggest that this is a collaborative effort is because some prospects don't realize how much they need to make a change until they sit down with you to dissect their challenges. Their timeline could be dictated by budget or they might have a different approach they'd like to take to implement your product. When you take the time to help them work through this, you're more than likely to close the sale.

As you follow this framework with your prospect, your sales process will take on a life of its own. The key here as I mentioned earlier is simply to guide them. They will help you determine what the next step in the process will be through simple, consistent communication. As you learn to effectively manage your unique sales process with your prospects, they will start to see you as a B.U.D. These are not mainstream practices that your average salespeople are employing so you'll stand out above them, making you better, unique and desirable.

CHAPTER 8 – BUSINESS CONSULTANTS HELP THEIR PROSPECTS DEVELOP THE RIGHT SOLUTION

No matter what type of product or service your company offers, there is no such thing as a cookie cutter solution. One way to move yourself from the role of the stereotypical “salesman” to business consultant and advisor is to take the time to learn about your prospect and their business so that you can propose a custom solution. Again, this doesn’t matter what your product or service is, part of the package your customer is buying is you and they need to know that you care enough about their business to recommend something that is going to enhance their lives. So, how do you do this? Here are few key points you want to consider when recommending a solution for your prospect.

Listen, Listen, Listen: I cannot emphasize this point enough. Learning how to listen to your prospect and your customer is one of the most valuable skills you will ever possess as a sales professional. Your prospect will tell you everything they need if you will just listen. Let them talk. It’s not about you and your spiel. It is about them and how you can effectively serve their needs.

Ask poignant questions: As you listen to your prospect, take notes and be prepared to ask pertinent questions to help you learn more about their business and their processes. The more you know about them, the more you are able to devise a plan to help them with their particular problem. Questions guide the appointment and help you stay on track with your agenda. It also shows your prospect that you are interested and that you are listening to what they are telling you.

Educate: The icing on the cake to moving from salesman to business consultant is actually educating your prospect. This establishes you as an authority and expert in your field and gives you posture with your prospect. However, don’t make the mistake of moving into this phase of the process too quickly or you’ll be perceived as a “know-it-all.” Instead, take the time to listen and learn about your prospect and their business first. After all, how can you properly educate your prospect if you do not yet understand their business? Once you have gained a proper understanding of their business, you can educate them on what solutions you propose to improve their situation and how you will partner with them to resolve it. At this moment, your prospect begins to see you as a B.U.D. (Better, Unique, Desirable) because you’ve gone beyond the call of duty to help them. This is not a step that your average salesman will take, therefore, moving you out of the category of generic salesman to business consultant. As a result, this makes you more desirable to do business with, hence, making you a B.U.D.

Once you’ve taken the time to learn about your prospect and their business and you’ve walked them through your process, it is time to learn what their priorities are. How urgent is their need to fix this problem? Identify if this is something they plan to address in the next 6-12 months and work with them to draft a plan. Partnering with your prospect to develop the right solution is the action of a business consultant over a salesman. Which will you be?

***It’s not about
you and your
spiel.***

CHAPTER 9 – PRESENT & PROPOSE EFFECTIVELY

As you move further in the sales process with your prospect, it is important that you maintain a professional image when presenting your material. If you've done a good job of managing the process so far, you should have begun to gain some trust with your prospect. But, they are still waiting to see how you plan to present your solution, how much you've listened to what they've already told you and if the solution you propose will really benefit them. You are now at a pivotal point in the sales process. There are several keys to help this process move along smoothly.

Prepare: At every stage in the sales process, prepare. If you go into an appointment or a presentation unprepared, your prospect will notice and you will immediately lose their respect and the sale. By being prepared, you demonstrate to your prospect that their time is valuable. One way to prepare prior to a presentation is to learn the preference of your audience. Prior to your presentation, find out where your prospect is in the buying process. This will help you tailor your solution to their specific needs whether they are immediate or a few months down the road. Also, everyone processes information differently. If you are preparing a formal presentation, take the time to learn if your prospect is analytical and likes charts and graphs or if they are more pictorial and would respond more to bullet points and pictures in a Power Point presentation. Tailoring your presentation to their preferences will ensure that you have their undivided attention.

***At every stage
in the sales
process,
prepare.***

Highlight benefits over features: One of the monumental mistakes that most sales professionals make is doing a full brain dump of all the features and bells and whistles of their product. I understand that this shows that you are excited about your product but it also puts you right back into the stereotypical role of "sales guy" and out of the business consultant role. Your prospect could care less about how many bells and whistles your product has. What they want to know is how it's going to help them. And, if you've done your homework and asked the right questions earlier in your appointment, you already know their pain points and the problems they are trying to solve. Your presentation should be targeted directly at these pain points and how your product will directly benefit them by solving these problems. When you do this, you've gained their attention and their trust, putting you back in the role of business consultant and B.U.D. (Better, Unique,

Desirable).

Do not email proposals: This is a big mistake that many sales people make and it is why they are not closing more sales. What happens when you email a proposal? It gets lost in the black hole of your prospect's email. It's low on their priority list and they never get to it no matter how many times you call to follow up. Take control of this problem by setting up a meeting to review the proposal with your prospect. This can be done at the conclusion of your sales presentation. Once you've reviewed your solution with your prospect and shown them how your product will benefit their business, they will ask for a proposal to move to sales process along. Before you leave the meeting, set up another meeting with your prospect to come back and review the proposal with them. This ensures that they carve out specific time to review the proposal with you and allows you to steer the sales process more smoothly. If your prospect cannot meet, set up a video call to go over the proposal with them.

Just taking these very simple steps will move you ahead of most sales professionals in the field. Your prospect will see you as a **Better** option than your competition. They will recognize your **Unique** Approach and they will **Desire** to do business with you. You've just become their B.U.D.

CHAPTER 10 – THAT LITTLE “EXTRA”

So, how do you earn the title of business consultant over sales person among your prospects? We talked about guiding the sales process and tailoring it to each prospect’s individual needs, but there is more to establishing this reputation than just managing the sales process. In order to gain your prospects’ trust as an advisor, you need to establish credibility with them. Knowledge is a great way to build credibility. One of my favorite tools to build and establish credibility is LinkedIn.

Using LinkedIn to establish credibility: With the growth of social media and the global marketplace, marketing is being driven by value added content. For sales professionals like ourselves, this is yet another tool we can use to establish ourselves among our prospects and build credibility. Don’t be misled – social media is not a place for direct sales. It is a place to connect. As a business to business professional, LinkedIn is my chosen method of communication. It provides a great platform to publish articles and posts, providing valuable information that can help your prospects. What is value added information? It is information that you can provide your prospects that can benefit them and make their lives easier. Suppose you sell CRM software. You could publish content on the value of using a CRM system to streamline communications and save time with your staff. The goal is not to directly sell, but rather to give your prospects something they can use. In the process of doing this, you are establishing yourself as an expert in your field while building credibility. Your prospect is no longer just looking at you as that “sale guy.” Now, they see you as a valuable resource.

Knowledge is a great way to build credibility.

Build a solid knowledge base: In addition to providing value added content to educate their prospects, a business consultant will also take the time to study their prospects and become experts in their business. Because this is not second nature, it will require some degree of study and follow up, but it shows the prospect that you are serious about doing business with them and that you don’t just look at them as a dollar sign; rather, you’re showing that you value their business and their needs. Go above and beyond the call of duty. Read articles, annual reports and websites but take it another step and talk to other people in the organization to learn trends and problem areas that you can assist them in. Become a “hot button” detective to learn what really makes your prospect tick.

Know your competition: There is a difference between knowing your competition and bashing your competition. Nothing positive has ever come from talking negatively about your competition. However, this does not mean that you don’t study them. I know you are probably thinking this is too much work. You already have to study your prospects, now you have to study your competition too? If you want to become a B.U.D. (Better, Unique, Desirable), with your prospect, then yes, you should. If it’s something that most of your average sales people are not doing, you should more than likely be doing it. After all, isn’t it your goal to be above average? Know what your competition is doing so that you can fill gaps where needed. In turn, show your prospect what you are doing for other companies to benefit their bottom line. Don’t focus on what the competition is not doing; show them what you are doing.

Stand above what the average sales person is doing. B.U.D.s are recognized as those who do just that little “extra.”

CONCLUSION

I hope you were able to glean some tips on how to be a better sales professional in today's information age. As long as you're teachable and flexible, you will continue to thrive and grow in your sales career. There's no such thing as "this is the way we've always done it." Our environment is in a constant state of flux and we must be willing to respond in kind.

Use the tools shared with you in this eBook to thrive in your sales career and feel free to share your success with me. I love success stories.

Email: tellis@ewcconsultants.com

Skype: thomasellis10

Twitter: <https://twitter.com/MrThomasEllis>

GooglePlus: <https://plus.google.com/+ThomasEllis10>

Phone: 301-343-0001

Website: www.ewcconsultants.com

Website: www.mrthomasellis.com

About THOMAS ELLIS – PRESIDENT/CHIEF SALES COACH - EWC CONSULTANTS



Thomas is a sales management veteran with over 25 years of experience in coaching, consulting and developing sales personnel and sales managers. Thomas began his professional sales career in the copier industry and then moved on to the telecommunications industry where he was employed by Motorola and Nextel which merged with Sprint in 2005. Thomas spent 13 years with Sprint Nextel where he held several Sales Manager and Director of Sales positions. He received Sprint/Nextel's highest sales award, President's Council for 10 consecutive years.

He is considered by many to be an SME (Subject Matter Expert) in coaching and developing Business-to-Business sales professionals. During his tenure at Sprint/Nextel, he developed and coached sales representatives and sales managers that had clients from SMB (Small – Medium Business) Market, Enterprise Market, Education market, State and Local Government, and the Federal Government. One of the many highlights in his career at Sprint/Nextel was that he developed the first Enterprise and Government sales teams in the Baltimore/Washington market, which led the nation in sales productivity. In 2010 he started EWC Consultants. EWC Consultants focuses on teaching sales teams, business owners, and sales professionals how to master basic sales activities which leads to closing BIG deals. The process he developed is repeatable, easy to learn, and generates great results.

Thomas' warm and enthusiastic personality quickly engages participants during training which helps them feel at ease and eager to further enhance their skills so they can achieve greater results. He was educated at Fordham University, New York City where he received a Bachelor of Science degree in Business Administration. When he is not working, Thomas enjoys playing golf, coaching basketball, and mentoring to young adults.