

***Nothing happens till somebody sells something***

## **Sales**

Whether you are a sales person or a sales manager, and even if you're neither, being competent at selling is a core competence. Ask any rainmaker or salesperson and they'll confirm that they learn something new about sales craft in every single transaction.

### ▶ **Critical Success Factors**

Depending on what you are selling, your sales cycle has a particular rhythm and timing. Some industries have a long sales cycle involving months of negotiating and others are quick cycles, landing you in Sale Completed territory within a few hours or days.

Beginning with prospecting, you'll warm up your market by marketing before you engage with your prospects. Once you've identified a new prospect and begin an exploratory conversation, be sure you make an excellent first impression, whether by phone or in person. Once you connect, you have about 7-10 seconds to get your prospects attention, so drive for clear impact in those first critical moments.

When you've got their attention, make your presentation and be ready to listen listen listen to learn if you and they are in the right place. Ask relevant questions and be real with people. If you learned selling through the hard-core school of pre-closing, it might be time to upgrade to consultative selling.

### ▶ **Sales Mindset**

When we step out into the cold, flat world of selling, we have to keep up our optimism and enthusiasm. We've all listened to sales people pitch us something that we know they absolutely do not care about. Is there any less effective approach?

The most effective presentations are made by people who love what they are doing and what they're offering. No matter what your mood is in the morning, you'll pretty much have a day that matches the very same mood you entertain and keep around. It's a sales koan: does the happiest sales person make more sales because they're happy or are they happiest because they make the most sales?

Bottom line, just be sure not to open your door or your mouth until you're in the right mindset. Getting your mindset right could be the most golden investment you make in yourself and your future.

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