

# Essential Sales Skills

How to Build Relationships and Have Conversations  
that Convert



Course Book

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# Introduction

If you haven't done much one-on-one selling in the past, you may have a negative perception of the process. Many business owners hate the idea of selling because they see it as pushy, manipulative, or dishonest. This is the reputation of old-school hard-sell tactics – but when you use the right approach to convert prospects to customers, it won't be like that at all.

Customers are the foundation of your business and the reason it can exist and thrive. In order to get customers, you have to sell your product or service.

This doesn't mean you have to learn high-pressure sales techniques. Effective selling is about clarifying and meeting the prospect's needs. Making a sale gives you the opportunity to use your expertise to serve your customer in the best way you can. So think 'serving' rather than 'selling' and you'll feel confident in the process.

Rather than fixating on closing deals, focus on developing deeper relationships with your ideal customers. Using this approach, you'll see much greater success in the long-term. You'll be proposing the best, most relevant solutions to resolve your prospects' problems. When you do this, they'll naturally want to buy from you.

In this course, you'll discover that you don't need to be a 'natural salesperson' to be successful in selling. You'll learn how to develop the essential relationships that lead to sales and master key communication skills such as listening and questioning. You'll discover ways to collaborate with your prospects and coach them to make the right decision for their unique needs, so that they're completely satisfied with their purchase. By the end of this course, you'll appreciate just how natural the selling process can be, which will result in more sales and steady growth for your business.

## Learning Objectives:

By the time you complete this course, you'll be able to:

- Recognize why you need to develop sales skills and how the right approach reflects your desire to serve your customers
- Uncover your blocks to selling and discover ways to overcome them, so that you can sell with ease and self-assurance
- Deepen your knowledge of your customers and yourself, so that you feel confident when you go into the sales process
- Start relationships with potential customers on the right note, so that prospects feel a connection to you and want to learn more
- Develop relationships with prospects based on serving their needs, which will naturally lead to sales opportunities
- Manage multiple relationships with prospects and customers efficiently and in a way that leads to more conversions and ongoing sales
- Actively listen to your prospects and customers, so that you don't jump to conclusions at any point during the sales process
- Use different types of questions to learn more about your prospect's situation and needs, so that you have a complete picture before developing a solution
- Provide information that helps prospects understand their situation and needs, so that they feel empowered to find the right solution
- Work together with prospects to identify the root cause of their problems, so they feel a part of the solution process
- Communicate the value of your proposed solution, so that your prospect recognizes and visualizes the impact it will have on them

- Ensure the sale goes smoothly, prospects don't back out at the last minute, and everyone is confident in the sales decision
- Consolidate and implement your learning and plan future action steps so you can achieve the goals you set for this course

This course is broken down into 5 major modules and individual lessons to take you step-by-step through acquiring powerful sales skills to help you achieve your business goals.

The modules follow a logical order, so while you can skip around if you want, it's best to work through them one at a time.

As you go through each module, use your Action Guide to help you complete the Action Steps at the end of each.

### **Expectations**

Before we start the course, take a minute to think about what you want to get out of it.

In the Action Guide, write down three skills you expect to gain.

Now that you're clear about what you want this course to deliver, we can get started.

# Module 1 – Selling Isn't Just for Salespeople

Many business owners who don't sell full-time dislike or even fear the idea of selling. Some do everything they can to avoid it. You may find yourself in this situation now, even though you know that you have to sell to stay in business.

In this module, you'll recognize the need to develop your sales skills so that you can truly help and serve your customers.

## Why You Need to Develop Sales Skills

Sales may not be your profession, but you need to make sales if you want to have a profitable business. These may be online or offline sales, but the skills are the same.

Think a bit deeper about what selling actually is. It's an exchange of goods and services for money. In other words, you are giving something back when someone pays you money, so you have nothing to feel ashamed about.

But the impression persists that selling is sleazy, tacky, or even dishonest. If you resonate with this, then try changing the way you think about selling. Instead think:

- Selling is solving a problem for my customer
- Selling is serving them in the best way possible

You know that you want what's best for your customers, but you can't help them if you don't make the sale first.

Selling is about matching what you have to offer to what customers need, so it must always be customer-focused.

Your job when you're selling is to help your customer make a decision – the right one for them. You're their decision coach. And they may well come to work with you because of that decision.

Of course, the sales process is often a lengthy one and begins with you finding suitable leads before you make an offer. In this course, we are focusing on the key communication and relationship-building skills you need to master in order to sell successfully.

Depending on your business, you'll use sales skills in a variety of contexts, from sales conversations, to webinars, to small groups.

Also depending on your type of business, you may be selling to other businesses. That's known as business-to-business and often abbreviated to B2B, such as a manufacturer selling products to a wholesaler. But you may sell to individuals, or business-to-consumer (B2C), such as a life coach selling their services to an individual client.

Your core sales skills will work for you in all situations.

## Attributes of Customer-Focused Salespeople

Successful salespeople are not out to manipulate people into buying something they don't want. That's an old-school, high-pressure way of selling. It might've worked for a first sale, but it wouldn't have people coming back for more.

Customer-focused salespeople are:

## **ATTENTION:**

This is only an excerpt from our full course Essential Sales Skills. The full, customizable course contains 5 modules and an introduction module.

When you purchase a license for the course, you'll receive the editable files for the Course Book, Action Guide, graphics, social posts, and other resources.

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