

When it is time to train your sales team, consider these essential elements of successful selling.

1. The Human Principle

The first thing any salesperson must learn is that they are always selling to humans. Because of this, learning how to build a relationship and rapport with a client is an essential element of the sales training process.

One thing everybody wants is someone who will listen. For this reason, a salesperson can get a solid start at establishing rapport by being a good and empathetic listener. Moreover, by listening, they can reach a better understanding of a potential client's wants and needs and use this knowledge to adapt their approach when presenting the product and eventually closing the sale.

2. The Presentation Principle

Because a sale is made between human beings, salespeople will always--in effect--be selling themselves. This means they must consider all aspects of how they present themselves, from their dress and physical appearance to how they communicate with their tone and body language, over the phone, and in writing. Good sales training courses will provide training in each of these areas, and in some cases with special emphasis on telesales training.

3. The Problem-Solving Principle

A good salesperson understands that they are not selling a product or service but a solution to a problem. Any purchase of a product or service, or a switch to a different brand or provider, is done in order to solve a problem.

By understanding the customer's problem and focusing on how you can provide a solution, you are putting their needs first. This is a far more effective approach than simply providing a heap of information about your product or service. In fact, it goes hand-in-hand with the human principle of listening to the customer.

4. The Value Principle

Beyond being knowledgeable of pricing, sales staff must understand the relationship between price and value. Untrained sales staff may see the price of their product or service as a hindrance to closing the sale; however, to an expert salesperson price is immaterial because

they can create enough value to make the customer happy with it. Equally, expert sales coaching can teach this ability.

The exact same product or service can be sold by a number of companies at different prices; if the consumer perceives a higher-priced item as having more value, they will choose it over the competition. It is the job of a sales team to create and communicate that value. If they do so effectively, a customer will not complain about the price being too high because they will understand the value they are receiving.

5. The Closing Principle

If a sale is not closed, all previous efforts are in vain. Regardless of how much effort you put into the sales process or what you invest in sales training workshops, your company will profit nothing if the salespeople cannot close.

Learning how to close a sale is an art all of its own and it requires a delicate balance of these and other essential principles of selling. Often, if you have built a good relationship with your customer, listened, and effectively communicated the value of your product or service and how it will solve their particular problem, the closing principle may be as simple as asking for the sale and arranging the next steps.