



# Sales Basics

## Quick Reference Card

### Understand Sales Process

**Sales** is a journey that requires a map known as the sales process.

Each stage of your sales journey requires different skills and strategies including:



**SCOUTING FOR LEADS:** Find potential customers through social media and networking.



**LEADS QUALIFICATION:** Confirm leads' need and buying capacity.



**APPROACH:** Customize introductions to prospects.



**PRESENTATION:** Show product benefits with real examples.



**HANDLING OBJECTIONS:** Show product benefits with real examples.



**CLOSING:** Finalize sales with possible negotiations.



**FOLLOW-UP:** Stay in touch post-sale for referrals and relationship-building.

### Types of Sales Roles

Sales is a broad field with different roles. Here's a simple list:

- **Inside Sales:** Sells over phone or email.
- **Outside Sales Representative:** Travels to sell.
- **Sales Development Representative:** Finds potential customers.
- **Account Executive:** Cares for specific customers.
- **Sales Engineer:** Selling complex scientific or technological products.
- **Sales Manager:** Guides a sales team.

### Prepare for Sales Success

Gearing up for sales success involves several key strategies, such as:

**Mastering Product Knowledge** is the cornerstone of successful selling. This can:

- Enhances confidence
- Aids in answering queries
- Aligns with customer needs
- Support your sales pitch

**Identifying Your Target Market:** A target market is a group defined by traits like age or income, poised to be loyal customers.

To identify your target, evaluate your product's features, analyze competitors, and select the best market segment.

**Effective Sales Research Techniques** helps you understand customers, competitors, and your product. This can be done through:

- Customer Research
- Competitor Research
- Product Research

### Essential Sales Skills

In today's market, **sales professionals** must possess diverse skills to turn leads into loyal customers.

Here are few key selling skills that every professional should have:

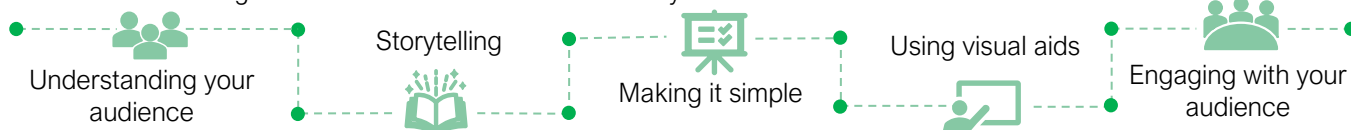
1. Communicating with customers.
2. Master the skill of persuasion.
3. Use your negotiation skills.
4. Build trust with prospects and clients.
5. Understand and advise customers.



### Create Compelling Sales Presentation

#### How can you create a compelling sales presentation?

Creating a compelling sales presentation can effectively communicate the value of a product or service, influencing decisions and driving actionable results. You can do this by:



## Effective Closing Techniques

### Assumptive Close

Guide as if the customer has already chosen to buy.

### The Question Close

Ask a question to steer the customer towards a purchase.

### The Now-or-Never Close

Use time-bound offers to prompt fast decisions, keeping urgency authentic.



### The Silent Close

Give a moment of pause post-pitch for customer reflection.

### The Choice Close

Offer two options, both leading to a sale.

### The Summarize Close

Highlight your product's main benefits to affirm its value.

## Upsell and Cross Selling Strategies

**Upselling** encourages customers to buy a superior or upgraded version of a product. For example:

*“Consider upgrading to...”*



**Cross Selling** suggest complementary items to enhance their primary purchase. For example

*“You might also like to...”*



## Handle Rejection in Sales

**Handling rejections** is an integral part of sales, and learning how to handle it well can make all the difference. Here's how you can do it:

1. Keep your sales prospects full
2. Listen and learn from feedback
3. Review and adjust your sales strategy
4. Build emotional resilience
5. Celebrate success no matter how small

## Customer Follow-Up Techniques

Keeping in touch with customers after they've made a purchase can drive customer retention and boost sales.

Here are effective follow-up techniques:

- Choose the right time to reach out
- Treat customers uniquely
- Use various channels
- Be conversational
- Offer added value
- Follow-up again if needed.
- Make responding simple



## Sales Metrics and KPI

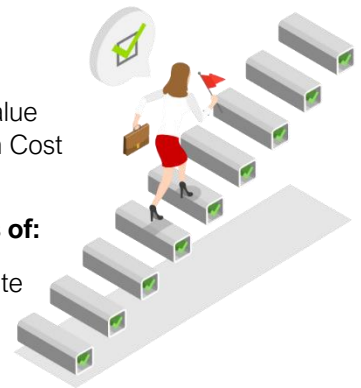
**Sales metrics** and **Key Performance Indicators (KPIs)** are essential tools in evaluating sales performance, guiding decision-making, and setting goals.

**Sales KPI consists of:**

- Sales Growth
- Sales Target
- Customer Lifetime Value
- Customer Acquisition Cost
- Churn Rate

**Sales Metrics consists of:**

- Lead Conversion Rate
- Average Deal Size
- Sales Cycle Length
- Win Rate
- Quota Attainment



## Customer Retention Strategies

**Customer retention** focuses on keeping existing customers as they're most effective than acquiring new ones.



### Did You Know?

It costs 6-7x More to gain a new customer than it does to keep your present customers.

### 5 Strategies to Improve Customer Retention

- Enhance Customer Service
- Introduce Loyalty Programs
- Encourage Feedback
- Maintain Regular Communication
- Offer Unexpected Perks

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### Business Skills

Accounting  
Communication  
Professional Development



### Career Development

Career  
Entrepreneurship  
Higher Education  
Job Hunting  
Personal Branding  
US Citizenship



### Compliance & Safety

Active Shooter  
Discrimination  
Drugs & Alcohol  
Harassment  
Safety  
Security



### Customer Service

Customer Care  
Customer Service Basics



### Diversity

Bias  
Diversity in HR  
Inclusion



### Google

Calendar  
Chrome  
Classroom  
Docs  
Drive  
Forms  
Gmail  
Sheets  
Slides



### HR

Hiring  
HR  
Talent Management



### Leadership

Leadership  
Management  
Project Management



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OneDrive  
OneNote  
Outlook  
PowerPoint  
Teams  
Windows  
Word



### Sales & Marketing

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Sales



### Technology

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CRM  
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Software



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Instructional Design  
Train the Trainer



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