

# TOP 10

## TIPS FOR BEING SUCCESSFUL AT SALES



Can anyone be successful at sales? Yes and no. Anyone can develop the skills needed to sell, but it takes drive and initiative to get good.

Here are the qualities and skills you need:

### 10 Confidence

No-one ever got good at anything without believing in him/herself. And no-one wants to deal with someone that is unsure or half-hearted. Having confidence to know that you can do whatever you set your mind to do is by far half the battle.

### 9 A never-give-up attitude

When the going gets tough, the tough gets going. If you're not a quitter, then you're on the right track!

### 8 Clear communication

Being straightforward and honest are key to being good at sales. Convoluted messages that prospects need to decipher will take away from your value proposition. As we say, keep it simple!

### 7 Hungry to learn

People who think they know it are not open to learning new things. In IT sales, the competitive landscape is changing all the time – thinking that you have nothing new to learn means you'll get complacent and lazy. If your hunger for learning never fades, you'll be more likely to go out there and grab the next new thing by the horns.

### 6 Practice, practice, practice

Despite what anyone will tell you, most people are not just good at something they try for the first time. Practicing pitches is like learning to play the piano – practice makes perfect.

### 5 Customer-service centric

Wanting to serve clients (or potential ones) so that they can truly benefit from your solution is an inherently good quality to have if you want to get good at sales. It's like the difference between a one-nightstand and a loving, committed relationship. The best clients are the happy ones – up-sells and cross-sells can be easier to close if, from the pre-sales stage, you develop lasting relationships with your prospects.

### 4 Focused on goals

Being goal-oriented is not a cliché. Having to be reminded by your management as to what your priorities are, and what goals you need to strive for, will equate to poor performance. You need to be self-driven, responsible and focused in order to succeed at sales.

### 3 Make no excuses

External factors may make sales more difficult at times, but they should never serve as excuses as to why the job is impossible to get done. Creative sales agents find a way around difficulties, jumping over hurdles and obstacles that may block their paths.

### 2 Show respect

If you make an appointment with someone, keep it. Your time may be valuable, but so is everyone else's. It's important that you respect your prospects and clients and treat them like gold – they should be made to feel like they are the most important people on the planet.

### 1 Listen up

This is probably the most important part of sales – listening. If you can listen to what prospects can say, put yourself in their shoes and empathize with their needs, then you'll be good at sales. Never interrupt a prospect when he/she is speaking – you may find that you can even learn something if you just shut up and listen!

#### About MediaDev



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Our focus is multi-channel B2B marketing for software vendors which means our people speak your language—and in 18 native tongues to boot! Our holistic approach means you have access to a wide range of services, making us your one-stop-shop for software marketing.