

SOCO POWER SELLING ASSETS



SOLUTION-FOCUSED

There are many people who can tell you why something WON'T work. Many people will tell you it's been tried before and can't be done. Many people are experts on PROBLEMS. Few people are expert on SOLUTIONS. Your customers already know their problems. Your customers are looking to you for solutions.

ETHICAL

This might come as a surprise for many people. Ethics and sales must go together. Unethical sales people have given the profession a bad name. So we need to change that. We must be honest, fair, truthful and act with integrity as a representative of our company.

LEARNERS

Thoroughly understand your products' features, advantages and benefits to customers. Top performing sales professionals are lifelong learners. What else can sales professionals learn?

LISTENERS

Sales professionals must listen attentively to customers. We're listening to customers' needs. Most sales professionals spend too much time talking about their products and don't know their customers.

INDUSTRIOUS

Are you a hard worker? There's a direct relationship between today's efforts and tomorrow's rewards. Perseverance and persistence are they keys to success.

NEIGHBOURLY

Sales professionals must maintain a positive attitude. Make every customer feel important. Being neighbourly means being friendly, helpful, useful, thoughtful, considerate, caring, sharing and approachable.

GOAL-ORIENTED

Top performing sales professionals are goal-oriented. They focus on KPIs, metrics and targets. They focus on their annual, quarterly and monthly targets. They focus on their targets versus actuals.

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Assets and Opportunities

Although you may be naturally stronger in some areas than in others, your job provides you with the opportunity to master each and every one of the Power S.E.L.L.I.N.G. Assets.

Asset and Action Plan #1

Read through the list again and put the two assets that need most improvement in the chart below, along with your action plan to improve.

Asset and Action Plan #2

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TAKE YOUR SELLING SKILLS TO THE NEXT LEVEL!

If you have been inspired by this program, why not take your development to the next level? To learn more about our motivational sales keynotes, team role-profiling, coaching, sales workshops, sales leadership training, train-the trainer certification and licensing online course as well as books and other support tools, please connect with us!

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