



# SELLING SKILLS

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# Selling Skills

- Success depends on the ability to sell the products.
- Business will grow or fail based on the success of the products and services, and how well you persuade your customers to buy them.
- Sales team can achieve great product sales by mastering a set of proven selling skills that focus on:
  - confidence
  - relationship-building
  - listening
  - persuasion
  - product knowledge.

# Verbal communication skills for selling

- Your communication skills determine your chances of a sale — from your opening pitch to your closing statements. Developing your questioning, vocal and conversational skills will help you build on a strong first impression by gaining trust and establishing credibility.
- **Questioning skills**
- Asking appropriate, purposeful questions can help you identify whether your customer is likely to buy your products, and move them through the selling process.

## **Closed questions**

- Closed questions require a simple 'yes' or 'no' answer. For example: 'Are you looking for a television today?'
- Closed questions are used to:
- find out facts
- limit or guide discussion
- gather basic information from the customer that you can use to generate an open question.

## **Open questions**

- Open questions require a customer to explain or elaborate. For example: 'What type of product are you looking for?'
- Open questions are used to:
- gather specific information so you can determine your customer's wants and needs
- build relationships with customers so that they are comfortable dealing with you.

## **Probing questions**

- Probing questions are about a specific topic to uncover more information. For example: 'What type of television do you think would fit best on your wall?'
- Probing questions are used to:
- obtain more specific information in order to fully understand your customer's needs
- uncover and clarify your customer's perceptions and opinions.

## **Confirming questions**

- Confirming questions are designed to check that your customer understands what you've said. For example: 'Which of these features would benefit you most?'
- Confirming questions are used to check that you've successfully communicated information to your customer.

## **Conversational skills**

Good salespeople look for a way to make a connection with their customer, and build a conversation based on trust and understanding.

Conversation skills include:

1. asking non-confronting questions to show you genuinely care about your customer's needs
2. talking knowledgeably about your product or service
3. displaying interest and warmth
4. avoiding bias or stereotyping
5. adjusting to your customer's verbal style
6. telling the truth
7. offering observations that show you understand
8. accepting and acknowledging your customer's opinions
9. refraining from interrupting or correcting unnecessarily
10. watching for and responding to signs of discomfort or boredom
11. being diplomatic
12. making small talk — when it's called for and to an appropriate degree.



- **Vocal skills**

- Good communicators know that what they say is often less important than the way they say it. Use your voice to make an impact by:

- adjusting your **pitch** to suit the conversation

- adjusting your **volume** to ensure clarity, and suit your customer's comfort and hearing needs

- speaking in a steady **tone** of voice to show calm and confidence


- slowing the **speed** of your speech so it is calm and clear

- varying the **inflection** in your voice to suit your message - to show enthusiasm, common sense, interest, and gravity

- **enunciating** your words clearly

- varying the **quality** and **intensity** of your voice to hold interest

- conveying **meaning** using the sound of your voice to reinforce your messages.

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- **Active listening** is the process of confirming what you think your customer has said, and meant, by observing their verbal and non-verbal cues. To be a good active listener you should:
    1. focus your full attention on your customer
    2. briefly summarise your understanding of what your customer has said
    3. take notes if necessary
    4. use appropriate non-verbal cues such as nodding your head, inclining your body forward and maintaining eye contact
    5. note your customer's non-verbal cues — are they eager, reluctant, impatient?
    6. use appropriate, well-timed probing questions and summary confirmation questions.

# Understanding non-verbal cues

## Facial expressions

- bad — wrinkling the nose, furrowing the brow or rolling the eyes
- good — smiling, raised eyebrows, relaxed mouth

## Eye contact

- bad — avoiding your customer or looking outside your sales space
- good — looking back to your customer's face and at your products

## Smile

- bad — closed, firm or expressionless mouth
- good — smiling or relaxed mouth

## Hands

- bad — hands folded to the chest or near the face
- good — hands moving freely, relaxed, touching the product.

## **Gestures**

- bad — closed arms, dismissive hand gestures
- good — open arms, nodding the head

## **Posture**

- bad — slouching, shoulders turned away
- good — standing upright, inclining the body forward

## **Position**

- bad — moving too close, facing away
- good — observing personal space  
accommodating cultural differences.

# Trust Building Skills

- **Capability**-People think they're better at things than they are. What does it mean for trust? Sellers overestimate their capability, and buyers don't. They're more skeptical.

**Be an expert.**

**Know your impact model**

**Develop and share a point of view**

- **Dependability**- Honor commitments. Woody Allen once said, "Showing up is 80 percent of life."
- **Integrity**- Demonstrate moral principles
- **Intimacy**- Create shared experience Be a person

# Negotiation Skills

- Negotiation skills are qualities that allow two or more parties to reach a compromise. These are often soft skills and include abilities such as communication, persuasion, planning, strategizing and cooperating. Understanding these skills is the first step to becoming a stronger negotiator.
  1. Communication
  2. Persuasion
  3. Planning
  4. Strategizing

# Problem Solving Skills

- Effective problem solving may also require industry or job-specific technical skills. For example, a registered nurse will need active listening and communication skills when interacting with patients but will also need effective technical knowledge related to diseases and medications.

# Conflict Management Skills

- A conflict starts when individuals think on different lines and find it very difficult to accept each other's ideas. Conflict must be avoided as it destroys the peace, lowers the productivity as well as demotivates the individuals. All the factors leading to a fight must be explored and efforts must be made to prevent a conflict. **A conflict is not very easy to control; an individual needs certain skills for the same.**





**THANK YOU!**