

Qualities/ Skills of a sales manager

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Reference Books: Cundiff
Still/ havaldar Cavale/ P
Venugopal/ A Nag

MUST WATCH

- <https://youtu.be/MctcqGHpfdM>



Examples of Sales Skills



Position Based Skills

- Management
- Marketing
- Public relations



Personal Mastery Skills

- Ethics
- Meet goals
- Sincerity

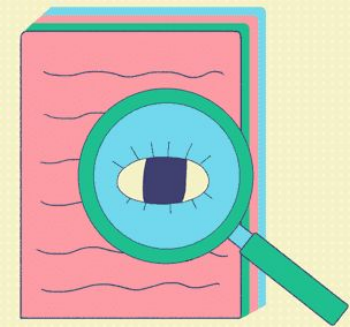
Communication Skills

- Listening
- Public speaking
- Networking



General Skills

- Cold calling
- Negotiation
- Consultations



VIXEN • DAILY				
27 BODY LANGUAGE TRICKS TO BE INSTANTLY LIKEABLE				
			1. STAND UP STRAIGHT AND RELAXED	
			2. APPEAR OPEN AND UNDEFENDED <i>Keep your arms by your sides</i>	
			3. KEEP A STRAIGHT SPINE WHILE SITTING	4. KEEP YOUR FEET HIP WIDTH APART AND BALANCED
			5. BREATHE DEEP TO THE POINT JUST BELOW YOUR BELLY	
			6. MIRROR/MATCH THE OTHER PERSON'S POSTURE	
				7. STAND STILL <i>Avoid fidgeting</i>
			8. SMILE AS YOU WALK INTO A ROOM	9. OFFER A FIRM BUT GENTLE HANDSHAKE
			10. KEEP EYE CONTACT WHILE SHAKING HANDS	11. SMILE WHEN GREETING SOMEONE NEW
				
				12. DON'T LEAN ON WALLS OR OBJECTS
				

SUCCESS MANTRA FOR SALES PEOPLE

- **Change your perception of selling** – it's not about putting undue pressure on your prospects, it's about collaborating with them to create the right solutions.
- **Put yourself in the buyer's shoes** – stop thinking about your sales process and study how and why your customers buy.
- **Plan and practice** – you can't wing a successful sale. Put the hours to plan and prepare for your pitches and polish your skills as you go.
- **Don't brag or lose control over your body language** – staying calm in situations where nothing goes to plan is crucial to moving the sale forward.
- **Work to understand how your customers will buy** – try to reverse engineer the customer's buying journey and use that information to guide the customer to conversion.

SUCCESS MANTRA FOR SALES PEOPLE

- **Manage the pipeline** – adapt your sales process based on where customers are in their buying journey.
- **Focus on the most influential decision makers** – learn to uncover the key influencers and look for alternative routes how to reach them.
- **Close the deal** – use the best closing techniques to achieve your goal.
- **Think long term** – don't give up after the first “no,” learn how to follow-up without annoying your prospects.
- **Read up** – tap into the unique expertise of sales industry gurus.

Qualities of a sales manager

- 1) Self Confidence
- 2) Initiative
- 3) Emotional Maturity
- 4) Effective communication
- 5) Intelligence
- 6) Dynamic Leadership
- 7) Flexibility
- 8) Continuous Learning
- 9) Optimistic
- 10) Consistent

11) Miscellaneous Qualities of a Sales manager

- Passion
- Integrity
- Loyalty
- Ambitions
- Charisma
- Vision and Foresight
- Administrative ability etc.

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Thanka
YOU