

Five Tips for Sales and Business Development Mastery in 2010

1. **Don't sell.** Plain and simple: people do not want to be "sold." Instead, they want to "buy," and they expect salespeople to help them through the buying process, not simply move them along the sales cycle. They don't need someone to sell them anything. They need someone to help them buy.
2. **Be EXCELLENT.** Salespeople need to be more than good or very good, that is no longer enough to ensure long-term business from a customer. In today's market, excellence is expected in order to stand out from the competition. Yet only four percent of salespeople were rated "Excellent" by their customers, according to research by The HR Chally Group.
3. **Learn how to earn trust.** The only thing that hasn't changed in sales is that trust between the salesperson and the customer is imperative. What has changed is how salespeople learn how to earn trust. This means helping a potential customer making the right decision, even if that decision is not to hire you. Truly helping potential customers solve problems, especially when the solution is not necessarily in the salesperson's immediate best interest, will show them that salesperson is trustworthy.
4. **Know why people buy.** If a salesperson cannot answer the question, "Why did the buyer purchase the product?" without pointing the finger to the product line, then there is a problem, and they are not selling in an effective manner. Chances are there are a half-dozen or more competitors who are offering identical products or services. So what made the buyer choose you? Knowing the answers to these questions and having an understanding relationship with clients will aide your company as you grow and continue to master sales tactics.
5. **Practice.** Professional football players are paid millions of dollars per year when the actual time that they perform in a game is three hours per week. The rest of that time is spent practicing and training in preparation for the game. No general manager or coach would tolerate a player who refused to practice but just wanted to play on game day. To reach sales excellence, training, practice and coaching must become a top priority.

Did Michael Jordan ever stop practicing even though he was considered the best? No, this is why he was the best. Do yourself a favor and "Be like Mike."

About Samurai Business Group

Samurai Business Group was founded in 2001 with a vision of helping American companies more effectively compete in a complex, rapidly-changing global economy. Devoted to sales and business development mastery, Samurai provides training programs, coaching and consulting to drive long-term business success. For more information, please visit www.samuraibizgrp.com.