

# A survival guide for the sales professional

Don't be daunted by the challenges of your sales job; follow these tips instead

COMPARED to other fields, the sales industry has a high burnout rate due to its competitive and challenging nature.

Although a career in sales can be rewarding, you often have to face countless rejections by clients and even endure scolding from them for something that might not be your fault.

Ever wondered why you have difficulty closing deals while your colleagues just seem to breeze through them without a hitch?

Are you discouraged by setbacks and feel dejected for not being able to close a deal?

Here are some ways you can improve your job performance and become a sales superstar.

## SET DAILY GOALS

Instead of working towards a monthly quota each month, you can set daily goals for yourself. This allows for more efficient time management.

To do so, divide your goals into multiple categories — like how many clients you have to meet each day or week, what is the minimum target you must achieve daily and weekly to fulfil your month-end goal, and when to network and follow up with your clients.

When preparing a list of the things you hope to achieve each day, put them in order of priori-



**SALES IS A BATTLEFIELD:** You will succeed in sales if you set realistic goals, and continually improve your knowledge of your product and your market.

ty so that the urgent matters get settled first.

## BE INNOVATIVE AND FLEXIBLE

There is no fixed approach to garnering sales. A sales professional has to be innovative and flexible.

Meeting your clients' demands may be a daunting task, but if you can exceed their expectations, you will increase your chances of closing a deal.

Find out what your clients want by meeting them and discussing ideas.

This gives you a better picture of their demands, enabling

you to come up with creative ideas to meet their needs and win their favour.

## UPGRADE YOUR PRODUCT KNOWLEDGE

It is important to have in-depth and precise knowledge of the products you are selling.

If your knowledge is superficial, then your chance of closing a deal is close to zero.

You should be prepared to spend time doing research on the products your company is offering and learning the benefits that your products can offer to your clients.

Being familiar with your

competitors' range of products and services will also give you a competitive edge as you will be able to help your clients make comparisons and inspire confidence in your products.

## IMPROVE YOUR SALES KNOWLEDGE

Upgrading your sales techniques and knowledge by attending workshops and reading related articles online are ways to improve your selling skills.

If possible, ask your colleagues how you can improve your skills and sales approach. There is no better way to grow in your profession than to learn from previous experiences.

You can also learn additional skills such as reading body language, neuro-linguistic programming and better communication to facilitate understanding of your clients.

Further, you should learn to build rapport with your clients, as this is essential if you want to enjoy their business.

## FOCUS ON YOUR CUSTOMER'S NEEDS

Customers are drawn to a product or service when it offers multiple benefits.

So always ask yourself what benefits you can offer your customers if they choose to close a deal with you rather than with other sales agents.

And if possible, try to go the extra mile for your clients as it shows your sincerity in working with them.

These little gestures will definitely help in closing a deal.

## GOOD SERVICE GOES A LONG WAY

This is a crucial part of being in the sales profession. People pay for your products or services because they believe that you will provide excellent customer service.

Make an effort to contact your client after the sales to collect feedback on the products and services, and see if there is anything else you can do to help.

Remember that your job as a salesperson doesn't end after your client has signed the invoice.

If your client is impressed with your product, he might even introduce more customers to you.

Referrals can make a big contribution to your sales targets, too. So, the next time you find yourself running out of sales contacts, try improving your customer service to build up your referral market.

*This piece was contributed by Mr Dave Wong. He is the principal trainer at Success Route, a certified trainerpreneur (University of Berkeley), neuro-linguistics programming practitioner (ABNLP), certified hypnotherapist (ABH) and IACT-certified stress management consultant.*

*Have an article to contribute? Email careerstoday@newstoday.com.sg with your name, designation and company name. All articles are subject to editing. Publication depends on space available.*



Co-Curricular Programme Executive  
(Schools located in the North & West Zones)

### JOB SCOPE:

- Support the planning and coordination process of Co-Curricular Activities (CCAs) and Community Involvement Programme (CIP) in the school
- Drive the coordination and organization of logistic and procurement of services to support CCAs/CIP activities like sports, outdoor activities, excursions, field trips, camps and many more
- Support teachers in other key CCA related tasks
- Enlarge the support base for CCAs/CIP to help teachers

### REQUIREMENT:

- Singapore Citizen or Permanent Resident with Local Tertiary Education
- At least a Local Polytechnic Diploma holder from Singapore Poly, Ngee Ann Poly, Nanyang Poly, Temasek Poly & Republic Polytechnic (Strictly NO Private Diploma)
- Candidates with GCE 'A' Level Certificate with at least 5 years of relevant experience in event/project management can be considered
- Mature candidates with physically fit condition are welcome to apply
- Require physical strength to conduct outdoor sports and activities etc
- Good interpersonal and communications skills
- Possess good organisational ability
- Effective team player
- Gross Salary: S\$1,600

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