

SALES SKILLS

Watch the [video](#) "Three Must-Have Sales Skills" by Marc Wayshak.

1 WARM UP

Task: Discuss the quotes related to sales, use the prompts to guide your answers.

1. Discuss the meaning of each quote.
2. How could you apply the meaning of each quote to your professional life?
3. To what extent do you agree / disagree with each quote?
4. Can you think of any real-life example where you have seen the meaning of each quote in practice?

"Our greatest weakness lies in giving up. The most certain way to succeed is always to try just one more time."

"Every sale has five basic obstacles: no need, no money, no hurry, no desire, no trust."

"Selling is not about convincing, it's about helping."

"Selling is not about getting your way. It's about helping others get what they want."

"Sell the problem you solve, not the product."

Task 2: Discuss the questions below as a class.

1. Do you think possessing sales skills is essential for all business people?
2. What qualities does a person need to be successful in sales?
3. Do you think working in sales is difficult? Explain.
4. Does selling come naturally or can one become great by training extensively?
5. How do you think technology will change sales?



2 ELEVATOR PITCH

Task 1: Read about the concept of an elevator pitch below.

“Sales pitches are also called ‘elevator pitches’ because you should be able to tell your story in the time it takes you to ride an elevator with a prospect i.e. a maximum of 1-2 minutes. Salespeople are past the point of giving prospects an hour long presentation to sell products or services. Nobody has that kind of time and, to be honest, if you need an hour to explain your unique selling point, you're doing it wrong.”

Adapted from [Article](#)

Task 2: Use the words in the box to complete the structure of an elevator pitch.

Success

Plan

Open Question

Problem

Character

1. _____:
Introduce yourself and your business. Then explain who your customers are and what they do (e.g. accountants working in the USA).
2. _____:
Explain what issues your customers have (e.g. they are always busy and Excel spreadsheets for reporting are hard to manage)
3. _____:
Explain how your product or service helps the customers (e.g. your company has designed a platform that automates mundane work)
4. _____:
Share customer examples and successes. Tell emotional and personalised customer stories. Make it real and tangible (e.g. they got to spend more time with their families).
5. _____:
Close the pitch with an engaging question creating a space to have a conversation.

Task 3: Discuss the following questions as a class.

- a. Why is it important to be able to give a sales pitch in 1-2 minutes?
- b. Does your sales pitch change depending on the situation or person?
- c. Give an ‘elevator pitch’ about your company. Take time to prepare.



3 SALES SKILLS

Task: Watch the [video](#) “Three Must-Have Sales Skills”, then answer the questions..

1. What are the three critical skills of an effective salesperson mentioned in the video?
2. According to the speaker, why are the skills of having "the gift of gab," being persuasive, and being a closer outdated in today's market?
3. How does the speaker define the first must-have sales skill for today's marketplace?
4. Explain why the speaker believes that saying "I'd like to set up a call to learn more about your business" is setting oneself up for rejection.
5. What is the purpose of engaging prospects before asking them to share their business challenges?
6. What is the significance of being able to listen, as emphasised by the speaker?
7. Why does the speaker suggest that having a sales system is critical for effective listening during sales interactions?
8. What does the third must-have sales skill involve, and why does the speaker consider it important?
9. How does the speaker challenge the common belief that the customer is always right?
10. How does the speaker suggest a salesperson should handle situations when a prospect is off base or mistaken?
11. Why does the speaker believe that prospects will appreciate a salesperson who is willing to hold their ground and challenge them?
12. According to the video, what qualities does a great salesperson possess?
13. How does the speaker address the fear of losing a sale when challenging a prospect's perspective?
14. Reflect on a time when you encountered a salesperson who actively listened to your needs and concerns. How did this impact your perception of the company and the buying process?



4 USP'S AND HANDLING OBJECTIONS

Task 1: Match the unique selling point (1-5) to the correct category (a-e).

- | | |
|---------------------------|---------------------|
| 1. 24 hour support | a. Price |
| 2. Offer payment plans | b. Credibility |
| 3. Hand made | c. Customer service |
| 4. Well-established brand | d. Location |
| 5. Convenient | e. Quality |

Task 2: Discuss the following questions as a class.

- What are the USP's of your business?
- Why is it important to identify your USP's before talking to a customer?
- How do you present your USP's to potential customers? Give examples.

Task 3: Use the USP's to help you deal with the common sales objections below.

- a. "We have a cash flow problem at the moment, so we don't have the budget to invest in any products or services".

- b. "We are in the market for high-quality products that meet the requirements of our customers, but I'm not quite sure your products are suitable".

- c. "If we were to invest in your services we would need excellent support as we are understaffed at the moment. Would you be willing to help with that?"

Task 4: Discuss the following questions as a class.

- What type of objections do you face in your profession?
- Why is it important to handle objections effectively as a salesperson?
- Is it possible to avoid receiving objections, or are objections inevitable?



5 SIX KEY STAGES OF SALES

Task 1: Can you put the key stages of making a sale into the correct order?

- Match the headings from the box to the correct expressions (1-6).

Presentation	Needs assessment	Opening
Closing and follow-up.	Handling objections	Preparation

1. _____.

- Before we meet, could you tell me...
- In order to ensure a successful presentation, we should...

2. _____.

- Hello, I'm [Your Name] from [Your Company Name].
- I'm excited to discuss how we can help you with...

3. _____.

- Could you share a bit about your current situation regarding...
- Let's start by exploring your goals and challenges related to...

4. _____.

- Now, if you take a look at this [product/service], you'll see...
- I'd like to show you a brief example of how [product/service] works...
- Let me walk you through the key features of our [product/service]...

5. _____.

- I appreciate your concern, and it's important to note that...
- I understand where you're coming from. Let's explore ways we can...

6. _____.

- Based on our discussion, I believe we've found a solution that fits your needs. Are you comfortable moving forward?
- If you're ready to proceed, the next steps would involve...
- I'll send you an email summarising our conversation and the proposed plan. We'll also schedule a follow-up call to...

6 ROLE PLAY

Task: Complete the two role play scenarios by following the instructions below:

- Decide who is going to be student A and student B.
- Read the scenarios carefully.
- Follow the six key stages of sales from exercise 5.
- Use the language and information from all of the exercises from today's class.

Student A

You are a sales representative at Electronica. Electronica supplies televisions to retail stores nationally. As a regional sales representative, you have identified TV World as a potential client because of their great location in the centre of a shopping mall.

You have a great deal for the owner. If the customer buys 10 TVs, they can get one for free. On each sale of a TV, the owner will make 10% profit and 100% profit on the free TV.

Electronica USP's: High-quality TV's, and Electronica provides a 1 year guarantee.

This is the first time you have met with the owner so you need to:

- Introduce yourself and your company (elevator pitch).
- Build a relationship.
- Present USP's.
- Handle objections.
- Close the deal.

Student B

You are the owner of TV World. The store is located in a great location in the city centre.

Sales have been great this year, so you are in the process of speaking to different suppliers to increase stock levels. You want to find the best deal, so you are speaking to five sales reps from different companies.

Although sales have been great, money is still tight because you don't make much profit from each TV, especially when you consider all the bills you have to pay each month.

It is necessary that you make 15% profit on each TV sold.

Requirements of any deal:

- 15% profit
- You need a minimum of eight new TVs.
- You need a long-term guarantee for each TV.

7 SALES: DEBATE

Study the statements, then decide if you agree or disagree with them. Use the language in the table at the bottom of the page to help structure your answer.



John

The pursuit of higher sales figures leads all companies to overlook environmental and social responsibilities.



Oli

The practice of "upselling" can be seen as manipulative, pushing customers to spend more than they initially intended.



Beth

The sales industry often glorifies manipulation, teaching professionals to exploit emotions for profit.



Amy

Automation in sales risks creating a world where human interaction is replaced by soulless algorithms.

Express an opinion It seems to me that... I feel that... I'm absolutely convinced that... In my opinion,... I believe / suppose / feel (that)...	Express disagreement I don't agree with you about... I can't accept your view that... I have a different opinion... I'm not sure if... I'm not convinced that...
Express pro's and con's There are two sides to this point... On the one hand...,on the other hand... An argument for / against is... Some people think that...,others say that... The advantages / disadvantages are...	Summarise So, in conclusion... To summarise.. Overall, it is clear that... As a result.. The bottom line is...

HOMEWORK

1 TIPS TO BE A SUCCESSFUL SALESPERSON

Task 1: Read the following article, then complete the exercise on the next page.

Being a successful salesperson is an art that requires a unique combination of skills, strategies, and a keen understanding of human psychology. While the world of sales can be competitive and demanding, it offers immense opportunities for growth and financial rewards. Whether you're new to sales or looking to enhance your existing skills, here are four indispensable tips to help you become successful in sales.

Master the Art of Active Listening: Effective communication is at the heart of successful sales, and active listening is its cornerstone. When engaging with potential clients, focus on truly understanding their needs, concerns, and desires. Give them your undivided attention, ask open-ended questions, and respond thoughtfully. By demonstrating genuine interest and empathy, you establish a strong rapport and create a foundation for building lasting relationships.

Know Your Product Inside Out: A successful salesperson is an expert on their product or service. Develop an in-depth understanding of what you're selling, including its features, benefits, and competitive advantages. This knowledge empowers you to address potential objections, highlight the value proposition, and tailor your pitch to meet the specific needs of each customer.

Develop Strong Time Management Skills: Sales is a dynamic field that demands effective time management. Prioritise your tasks, set clear goals, and allocate your time wisely. Create a structured daily routine that balances prospecting, follow-ups, meetings, and administrative tasks. By staying organised and focused, you ensure that you're consistently working toward your sales targets while maintaining a healthy work-life balance.

Embrace Rejection and Learn from It: Rejection is an inevitable part of the sales process. Successful salespeople don't let rejection discourage them; instead, they view it as a learning opportunity. Analyse what went wrong, refine your approach, and adapt your strategies. Every "no" brings you one step closer to a "yes." Resilience and a growth mindset are essential traits that will help you bounce back stronger and more determined than ever.

Becoming a successful salesperson is a journey that requires continuous learning, dedication, and the willingness to adapt. By mastering active listening, product knowledge, time management skills, and embracing rejection, you can be a success. Remember, success in sales is not just about closing deals; it's about building relationships, providing value, and making a positive impact on your clients' lives.

Task 2: Research different synonyms for the following words.

1. indispensable.
2. cornerstone.
3. undivided attention.
4. tailor your pitch.
5. inevitable.
6. resilience.
7. to bounce back.



Task 3: Write a series of sentences or a short story using each word listed above.

Task 4: Write detailed answers to the following questions.

1. What are the essential skills and qualities required to be successful in sales?
2. How does active listening contribute to effective communication in the world of sales?
3. Why is it important for a salesperson to have a deep understanding of the product they are selling?
4. How can a structured daily routine help a salesperson manage their time effectively?
5. What is the significance of viewing rejection as a learning opportunity in the sales process?
6. How do resilience and a growth mindset contribute to a salesperson's success?
7. In what ways does success in sales go beyond just closing deals?
8. How can a salesperson establish a strong rapport with potential clients?
9. What role does empathy play in building lasting relationships with customers?
10. What are some strategies a salesperson can use to tailor their pitch to meet the specific needs of individual customers?

