

# MFB News – February 2012

## WHAT MAKES A SUCCESSFUL SALESPERSON?

Dear Madam and Sir,

a survey of various job listings reveals that there is a high demand for modern salespeople. Over the coming years, salespeople of the old school will be replaced by young, ambitious and well-trained junior staff. Since sales experience often features on the CVs of managing directors – usually at the start of their careers – more and more ambitious graduates understand that a stint in sales might be just the ticket for climbing the corporate ladder.

### From talking brochures to consulting partners

But, what makes for a successful salesman? The world has changed, and so has selling. Twenty years ago, the main function of a salesperson was to communicate value - show how a product or service was superior to its competition. Customers no longer value the "talking brochure" salespeople who explain products. It's quicker, more convenient, and more objective to go the Internet than to listen to a product pitch. Today, the primary sales job is to create value - to add problem-solving and creativity, so that the customer buys into the advice and expertise of the salesperson just as much as he buys into the product. The salesperson of today is the customer's „consulting partner“, who assists the customer in reaching satisfactory business results. He knows how to convert product advantages into customer-specific benefits. That is how the customer is guided to the right decision by way of his own wishes.

Expert knowledge, professionalism, interpersonal skills, and emotional intelligence are essential prerequisites for a successful career in sales. The abilities to understand the customer's perspective, to forge strong relationships and to win trust are key factors for driving sustainable growth. Customers are always looking for salespeople they can trust. This means that the quality of the relationship with the salesperson can make the difference.

### People buy on emotion

True, many buyers justify their purchases with facts and figures - but the reality is they buy on emotion. Therefore,

successful salespeople are relationship managers. They try to win the hearts and minds of customers by demonstrating the passion and commitment to meet their customers' expectations. Again, customers are always looking for salespeople they can trust. They reward those who meet or exceed their expectations; they allow the others to fail.

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There is no such thing as a born salesman. And there is no classical university degree to apply for. Each direct customer contact is a moment of truth, a time when a relationship is either made or broken. Therefore, high emotional intelligence and interpersonal skills help to make sales. There is a comeback of traditional values. If your salespeople get on well with customers, your customers are more likely to buy. Every business and profession depends upon how well you can sell it. There are very few natural born sales people. But there are specific tools and approaches allowing for lasting sales success. Most of the great salespeople have gotten the knowledge and skills they need through practice and sales training. Investing in the training and development of salespeople pays off quickly. The success is usually immediately recognizable and measurable.

Sind Sie an weiterführenden Informationen interessiert? Wir freuen uns über Ihre **ANFRAGE PER E-MAIL** oder telefonisch unter 0611-34 11 78 50.

## MFB

Manage Future Business

Hildastraße 14  
65189 Wiesbaden  
Telefon +49 611 34 11 78 50  
Telefax +49 611 34 11 78 59  
[kontakt@mfbresultants.com](mailto:kontakt@mfbresultants.com)  
[www.mfbresultants.com](http://www.mfbresultants.com)