



Soft Sales Skills Course Sample



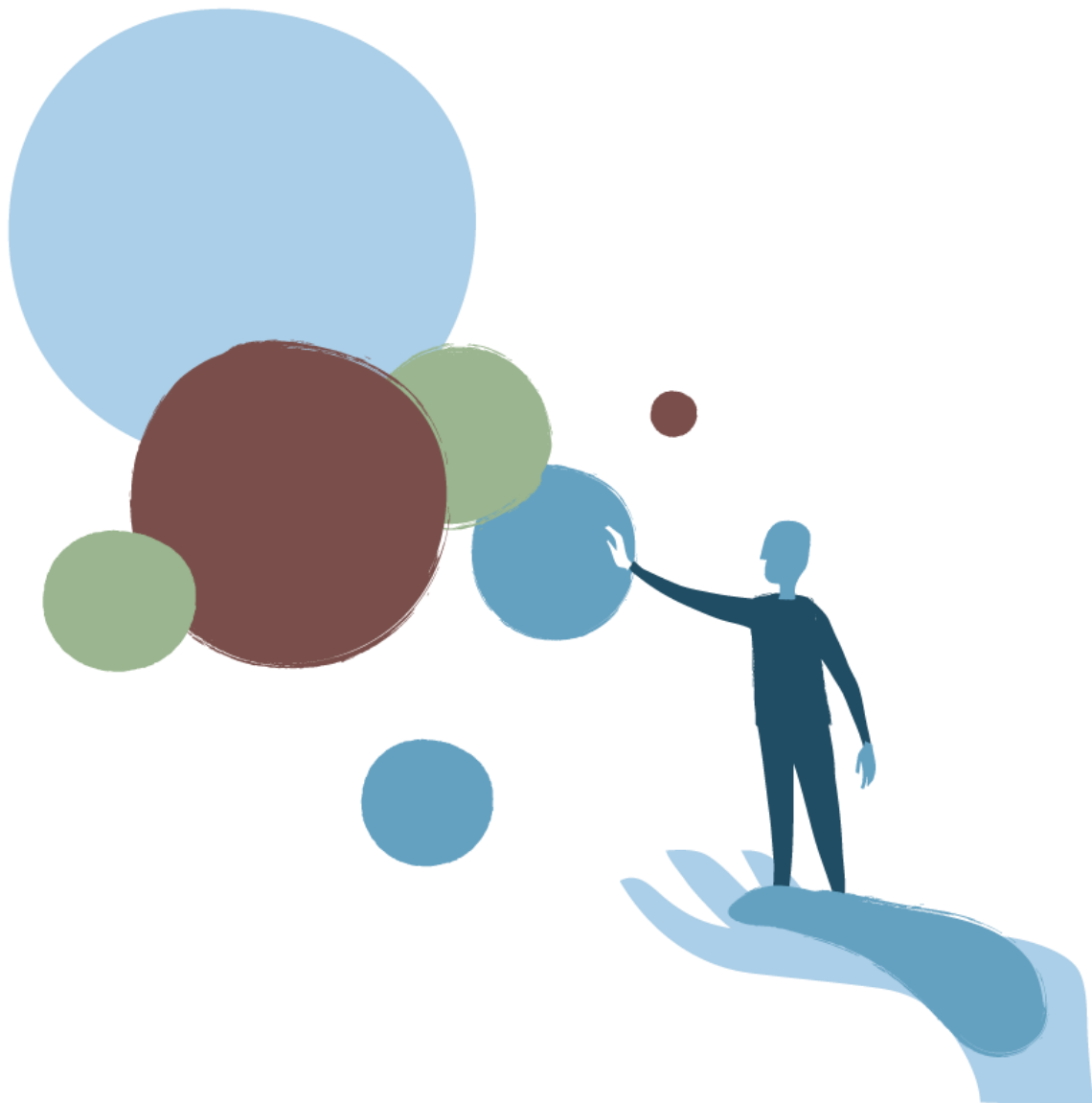
Soft Skills and Sales Results Go Hand-in-Hand

Sales are driven, in part, by the relationship between the buyer and you. The energy that exists between both parties when they feel seen, heard, and valued, when they derive sustenance and strength from the relationship.

Buyers want to feel understood. Buyers want to trust the salesperson they choose to do business with. Buyers expect clear communication. And buyers want to know they can trust a salesperson's judgment and ability to work out solid solutions.

Modern buyers are savvy and expect more than the value that comes with the product. They want more than the value your company adds in. They want unique, relevant, personalized value. The only place they can get that is from you, the seller, human-to-human. They expect you to create value in every interaction with them. Your hard sales skills haven't equipped you for value creation.

Trends shaping soft sales skills



The rate of change of technology is driving an increasingly competitive selling environment, lowering barriers to entry for companies and products. While the expectations and preferences of customers continue to evolve. These forces are changing how businesses and salespeople operate – from selling tactics and business models to product offerings. Salespeople with the right mix of technical and soft skills is becoming more important for business success. As the sales skill needs of business evolve, so too does the sales force.

Having salespeople with strong soft skills will become more important than ever as a way for businesses to connect with customers. The salesperson will be called on to combine digital literacy with essential human skills such as communication and problem solving. Globalisation and digital disruption have lowered the barriers to entry for business, meaning that today the real competition is often in the quality of the customer experience. Businesses are finding that customers are looking for service, not just low prices.

The Importance of soft sales skills

Sales professionals that excel at the soft skills according to a study by Development Economics found they outperform their competitors by more than 30%, outperform them in areas such as close ratio, size of sales, and customer retention. Success in today's marketplace is all about the soft skills.

Formal qualifications and technical skills are only part of the requirements for the modern sales professional. 'Soft skills and personal attributes are just as important to success.

- To handle interpersonal relations
- To take appropriate decisions
- To communicate effectively
- To navigate the sales environment
- To make good impressions and impact
- To gain professional development
- To compliment hard skills
- To building relationships based on empathy
- To demonstrate intellectual curiosity
- To be comfortable with new experiences
- To demonstrate flexibility when things change