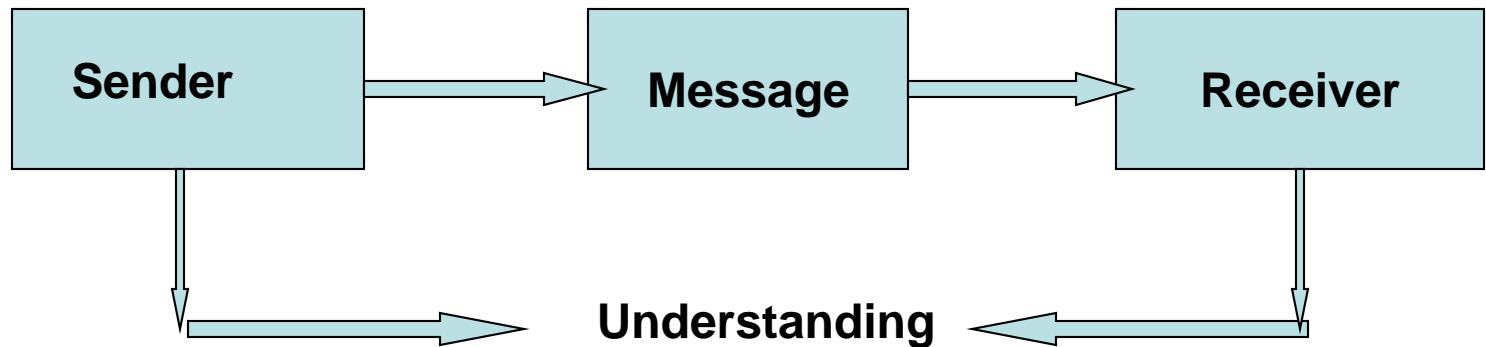


Personal selling skills

Communication Skills

Communication refers to the process of exchanging needs, opinions, ideas, information between two or more persons.

Basic Elements of Communication Process



The 3 basic elements to communication:

- 1. 2 persons to communication**
- 2. Message**
- 3. Understanding**

Problems in communication

- 1. Multiple messages
- 2. Differences in language
- 3. Situation (Channel; pressure of work load; place; time etc.)

Barriers to Effective Communication

- 1. Lack of planning**
- 2. Badly expressed messages**
- 3. Faulty translations**
- 4. Unclarified assumptions**
- 5. Semantic distortion (Sign/Symbols)**
- 6. Loss by transmission and poor retention**
- 7. Communication barriers in the international environment**
- 8. Inattention and premature evaluation**
- 9. Impersonal communication**
- 10. Insufficient adjustment period**
- 11. Information overload**
- 12. Distrust of communicator**

Gateways to Effective Communication

1. Making a plan to achieve the intended end
2. Should avoid unnecessary technical jargon
3. Other people should be consulted
4. Communicate something that is of value to the other party
5. Tone of voice
6. Choice of language
7. What and how it is said
8. Feedback
9. Clarity in communication
10. Listening

Team skills

1. Respecting team leader and obeying his commands
2. Developing rapport(relationship) with other member of the team
3. Helping and in-turn taking help for achieving the targets set
4. Team goal/s should be given top priority rather than individual
5. Coordination and cooperation should go hand in hand

Team skills

6. Try to avoid conflicts with other team members
7. Never argue with the team leader, instead discuss the issue
8. Never try to over communicate, instead put your message simple and short

Reporting Skills

1. Learn Microsoft office tools like Excel, Word, PowerPoint and Access
2. Create database of customers who have given business to you
3. Create an e-document of each and every activity done day – o – day basis
4. Complete your company mandatory data entry work every day
5. Promptly submit your weekly, monthly etc reports to the respective authority

Reporting Skills

6. Submit your bills on time and produce necessary documentary evidence
7. Collect the possible data related to competitor activities in the territory and report it to your superiors
8. Keep track of dealer/distributor/retailer sales documents
9. Report your subordinate performance to your superiors from time to time
10. Try to study the consumer behavior and submit the feedback to respective authority

Presentation and Demonstration Skills

1. Learn with precision about the product you are dealing with and learn in general about the product mix of your company
2. Learn with precision about the product/s of two to three close competitors and learn in general about the product/s of other competitors
3. Equip your self with presentation material if necessary a PowerPoint.
4. Learn about all the components and functioning product functioning especially for industrial goods, electronics, electrical etc

Presentation and Demonstration Skills

6. Collect some satisfied customers details and stories
7. Prepare a list of probable quires and answers
8. Answer the questions from the customers patiently
9. Questions which cannot be answered at your level, inform the customer that you will get back to them and promptly do it
10. Do not make promises which cannot be fulfilled
11. Do not speak bad about competitors, instead respect them
12. If the requirement of the customer cannot be met by your product/s, advice him the best

10 Commandments for Effective Listening skills

- i. Finding an area of interest
- ii. Look for the content
- iii. Avoid premature evaluation
- iv. Look for the central idea
- v. Be flexible
- vi. Concentrate
- vii. Be mentally alert
- viii. Practice active listening
- ix. Have an open mind
- x. Stress the thought process rather than talk process

Sales responsibilities and Preparation

Dress Code

In General for a International Salesmen

- i. Formal dress with belt, mobile phone struck into it
- ii. Tie
- iii. Black shoe neatly polished
- iv. Small and neat hair cut
- v. Neatly shaved
- vi. Application of mild fragrance
- vii. Executive bag

Punctuality and Discipline

1. Maintain official diary(book) and record all the appointments
2. Take appointment before meeting clients and avoid doing cold calls.
3. Reach the client before time
4. Send your business card to the client
5. When asked to come in, enter with a note “may I come in sir/madam”

Punctuality and Discipline

6. Do not take the seat, unless it is offered.
7. Once the seat is offered to you, sit and give a nod “thank you sir/madam”
8. Carry sufficient literature of your company like product brochures, company brief, existing customers experiences, business cards etc.
9. Do not lean on to the desk, nor keep your hands on the desk

Punctuality and Discipline

- 10. Talk less and listen more to the client(ref :
listening skills at the end of the unit)
- 11. Be polite to the client and do not argue at any
point of time

Salesmen's personal behavior

1. Should develop a flavor for extensive travelling
2. Build good network in the society
3. Help others in what ever manner possible
4. Be polite with other while conversation
5. Keep cool most of the times
6. Never try to sell your opinions and ideas to others, rather speak how it will benefit them

Salesmen's personal behavior

7. Never show off your strength or knowledge in one go, display them in installments
8. Never try to act smart with others
9. Try to be jovial
10. Try to be computer savvy