

# What is a good salesperson

Business



A good salesperson is someone that can think on its feet (respond quickly with satisfying answers) and has the skills to deliver a message that is just right (not too elaborate and not too shallow). Basically, a good salesperson should be able to baffle someone with information; it should be able to knock someone off their feet leaving that person to wonder about his current ways. In the extent of what has been proposed by Dixon and Toman (2012) good salespeople should be able to create instability in the customer's mind, removing it from its comfort zone and creating a state of confusion.

If a sales person can create a state of confusion and provide the tools to alleviate this mind state of the consumer, it becomes quite possible for the salesperson to convince the consumer into buying the product offered by the sales rep. Therefore a good sales rep is able to contrive consciousness about prospective problems and with that lead the customer to an epiphany about how to solve these problems on mutually beneficial grounds.

In order to achieve these things it is a prerequisite for a sales rep to have a set amount of skills amongst which for example: sagacity (acumen), distinctness, relationship management and needs assessment. However, there are three (not two) skills in particular that are most essential for salespeople to succeed in any sales environment: Uniqueness in perspective, debate and tangibilization.

Uniqueness in perspective: Salespeople should be able to offer new perspectives that were unexpected which makes it far more difficult for the customer to debate on the subject and far easier for the sales rep to radiate expertise. Furthermore, these new perspectives help in destabilizing the customer's position making him subjective to education for new solutions.

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Debate: Debate entails the ability to fine tune your argumentation rather than to overpower someone with arguments. In other words, debate is about challenging the consumer rather than overruling it.

As soon as the customer is destabilized it is necessary for the sales rep to create awareness and conviction which means that the sales rep should try to instigate the customer to really believe that he has a problem and the salesperson's product is the only solution. It is important that the consumer is not overpowered by arguments but naturally finds its way to the proposed solution. Therefore the sales rep does not tell the consumer what to do it just pushes it in the right direction so that it will eventually make its own decision.

Tangibilization: Salespeople often subject themselves to ill-designed efforts to communicate the intangible benefits of their service offerings, making the service benefits less rather than more apparent. A good sales rep should have the ability to make any concept understandable and “tangible” without using any tangible props, this is the key in educating the customer. In the end all these traits have one thing in common: the ability to read and anticipate the customer and its point of view. .