

Give Me a T for Sales

While it is true that spelling was never my strong suit, and contrary to popular beliefs around the Tudor offices, I do indeed realize that the word sales does not start with the letter T. This is not terribly important to me because I am a big believer in making what you need to happen, happen. And for the purpose of this article I need some T for sales.

My Ts are very powerful elements that combine to make sales a dynamic and engaging force. The Ts I have up my sleeve are Terrific and are able to Transform sales from a function into a Total solution for a company seeking to raise revenues and increase its value.

T # 1 is Talent

A sales team is only as good as the people on it. You want your sales team to possess the talent necessary to reach the objectives you set. The Traits you need your Talent to have include:

- The ability to take responsibility and be accountable for the results they deliver
- A strong sense of purpose and commitment to the company
- A sense of decency and honesty so that they represent you properly
- A desire to perform and a healthy dose of ambition
- The experience to make it happen
- The personality of a salesperson – able to take rejection and move on to the next prospect
- The intelligence to represent your company wisely and accurately
- The nature to create the relationships necessary to open the door and the skills needed to close the deal

T # 2 is Technique

Sales are as much about technique as it is about personality, skill or drive. A good technique includes the following elements:

- Penetration – getting through the blockades of assistants and colleagues placed to serve as barriers to the decision makers
- Show & Tell – demonstrating the product and the benefits it offers so that the prospect can make a qualified evaluation of your product and your offer
- Aid – coming prepared with the market data and comparison materials needed so that you can aid the prospect in measuring the merits of your company with those of your competitors
- Domination – control the process by having answers to questions and understanding the needs of the customer to the extent that they come to see you as an advisor or external support resource
- Smile – close the deal with a friendly smile and the exclamations of promised support and satisfaction

T # 3 is Teamwork

The old saying that there is no I in Team is as applicable today as it was when it was probably first quoted at some ancient Greek Olympic game (undoubtedly by the British

team as the Greek word for Team – Tlim – actually *does* have an I in it). Teamwork is best applied to sales when it has the following components:

- The support of a good training and coaching staff to keep everyone motivated and confident that they have the skills needed to succeed
- A bit of friendly competition, sometimes formalized through a bonus or incentive gift program
- Open demonstrations of accountability when things go wrong
- Collective celebrations when things go right
- Some distribution of benefits when the Team performs beyond expectations
- A clear delineation of territories and customer bases
- A sense of unity and support one for the other

T # 4 is Technology

In today's modern environment even the sales team needs some support from the technology advances and wizardry that aids most other departments in the average company. The areas where technology can aid the sales effort include:

- Customer Relationship Management - allow the sales team to know more about their customers
- Lead Generation – providing insights and access to potential customers
- Lead Qualification – assisting in prioritizing the leads and determining which leads are most likely to converted into customers
- Competitive Analysis – providing understanding into the products and claims of competitors

T # 5 is Trust

Without trust you cannot make a sale because, although it is often repeated, the central fact about sales is that people buy from people. If you cannot win the trust of your prospect, you will not be able to sell him/her anything. Trust is all about:

- Honesty
- Accessibility
- Being perceived as a resource
- Having genuinely useful, quality products that deliver on their promises
- Being able to point to people who will enthusiastically vouch for you

So there it is, undeniable proof that the word sales has not 1 but 5 Ts in it. Almost makes you want to jump up and cheer – Give Me a T.