

Techniques Used by Successful Sales Reps

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The thought of a “successful sales representative” might render the image of a suave, charismatic individual chatting cheerfully on the phone. However, the secrets behind high-performing sales reps run much deeper than that. Much of the work that differentiates the success of a sales rep stems from the work happening behind the scenes. Top performers closely manage their sales pipeline in CRM systems, conduct continuous research, focus on relationship building, and are both excellent listeners and communicators.

Manage Their Pipeline in the CRM System Assiduously

A successful sales representative is organized and thorough: they document every call, lead, opportunity, referral, sale, and order accurately and immediately in a customer relationship management (CRM) system. This ensures that they manage their time effectively, keep on top of deadlines, and are always in step with and can anticipate any issues that the client may encounter. At any moment, a high-performing sales rep’s pipeline is perfectly rendered in their CRM tool. In other words, they use their CRM system as a critical tool, rather than viewing it as a tedious obligation.

Attentively managing their sales pipeline also ensures that any necessary work transitions are seamless, and the client will notice the least amount of interruptions. If accounts need to be reshuffled, turnover occurs on the team, or the sales rep needs an interim account manager while on vacation, an up-to-date pipeline with comprehensive documentation ensures that customer-facing service remains impeccable, even if there are disruptions or challenges behind the scenes.

Research Continuously

Effective sales reps are attuned to the happenings in their industry and their clients, so that they are valuable partners in their clients' lives or businesses. Whether its regulatory changes that will affect a client's accounting process or news of a looming cybersecurity threat, a successful sales rep customizes their messaging to their client's needs and interests to find opportunity, optimizing lead nurturing.

Furthermore, the most successful sales reps can balance their current account base as well as bring in new business. Although it can be daunting to "cold call" and reach out to a client who has never heard of your product or service, the reward of securing a new client can be extremely lucrative. Of course, smart sales reps know that before they even place a cold call, there is research to be done. Does this prospect have any mutual connection with you? Do you know exactly what value you can add to their specific needs? By conducting the proper research, the best sales reps increase the likelihood of securing new sales. Another important aspect of bringing in new business is being relentless in the research and cold calls. More calls generate more leads and eventual conversions. Accordingly, the best sales reps are not only willing to make cold calls, but they do their research and do not get discouraged.

Build Strong Relationships

When a product or service's differentiator might not be price, a successful sales rep still secures and maintains that business thanks to their resilient relationship with the client. That strong relationship doesn't develop overnight, of course. It involves following up at opportune times, offering value to the customer in terms of industry or product insight, and remembering past

conversations and details about their client (be it a lead or a personal fact about the client). When a high-performing sales rep places the client first, always prepared to help the client overcome whatever challenges they face, the client reciprocates that attentiveness through customer loyalty. In other words, the sales rep convinces the client that the quality of their customer relationship is invaluable and transcends the price of the service or product. With time, the salesperson is placed into a position of trust and becomes a partner rather than a mere salesperson.

Listen and Communicate Effectively

Successful sales reps are well-versed in the two-way street of communication. Not only are they articulate, whether it's finding the right words and tone to convince the client of a sale or explaining the complex technical aspects of a product or service, but they also excellent listeners. A great sales rep senses a sales opportunity through tidbits a client casually slips in conversation and notices a customer's true feelings about something even if a customer does not necessarily say it aloud. They ask the right questions at the right moments to gauge a customer's reaction or position on a sales pitch, which informs the sales rep on the best way to proceed with a sale. Their masterful communication skills also affirm their strength as negotiators. Whether these negotiations are on price, service offerings, or the best way to rectify a customer problem, top sales reps know what to say and what to listen for when delicately balancing their sales goals and their clients' best interests.

These four straightforward techniques are developed through experience, coaching, and a drive to succeed. In honing these methods, anyone can become a successful sales rep.