

5 Things All New Sales Reps Need to do

01

Ask Open Ended Questions

A question that can be answered with a simple “yes” or “no” won’t tell you much about your client’s specific needs.



02

Be an Active Listener

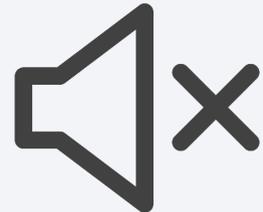
Active listening is when you can repeat back to someone, in your own words, what they just said. It’s not just listening, but also understanding.



03

Listen to Things That Aren’t Said

Pay attention to your client’s body language for clues as to their interest level and mood.



04

Learn to Quickly Build Rapport

Do this effectively by giving the client something they want or need, matching their behaviors (and/or tone) and then discover what interests you may share.



05

Focus on the Benefits, Not the Features

Keep sight on how will your product or service can specifically and directly impact THIS prospect. Don’t just sell your company’s features.

