

Many people believe that selling is a natural skill and people are born with it - are they correct?

Many people believe that selling is a natural skill, one that you are born with. This is not true. Of course there are certain qualities one has to have, but the skills must be learned. This lesson will give you some examples.

There is no such thing as a born sales person. Learn the rules of the game and then play better than the competition. Are you a born sales person? I hope not. A big mistake made by many salespeople is the assumption that if you understand the concept of selling, you can sell. The rest comes naturally.

I am sure you would not like to have open heart surgery by a "born doctor" who understands the concept of open heart surgery but has never had any training? How would you like to get on an airline flight with a "born pilot" who understood the theory of flight but never had any professional training? How would you feel about eating in a restaurant run by a "born cook" who never had any training in food safety or proper cooking procedures. What about investing with a broker who "had a feeling" for the market, but had no professional training. Most importantly, when you are buying something, how do you feel about buying from sales people who do not know anything about their product except the price?

Careful planning will result in the skills and qualities necessary for success in selling. If you took a person who has never sold before and spent an entire Saturday planning every detail of what they were going to do during the next week, you would be amazed at the results.

Everyone who has been in sales for any length of time knows how to plan, however, you must sell

yourself on taking the time and making the commitment. Once you sharpen your planning skills your work in sales will become more profitable and more enjoyable. To be considered a sales professional it is not necessary to work twice as hard as the "average" sales person, you only have to work twice as smart.

Careful planning will develop patience. As a professional sales person, committing to a daily schedule is of prime importance; your success or failure in this area will have a major impact on your overall performance. You should always plan tomorrow the evening before. Prioritize your goals. Make a list of all the things you want to accomplish and then rank them in the order of their importance.

On Friday evening or Saturday morning, prepare not only your Monday schedule, but also your schedule for the week. Do not feel you have to account for every minute of every one of the next five days, just block out your scheduled appointments and meetings so you have a good solid overview of what is on the horizon. Then review and prepare for each call you are going to make.

By attending to daily scheduling matters conscientiously, and comparing your actual results with your plan, you will increase your time-effectiveness and at the end of the day you will feel great, taking very little stress home with you. You will easily outsell the so-called "born sales person."