In my blog last week, I talked about building a team of salespeople that have – Independence.

In a sentence, you want a sales person that is independent of you, as opposed to dependent on you.

In this week's blog we talk about the – People side of the Business.

You want people in your team that enjoy people, who remember and realise that those customers or clients pay you money for your product or service.

We would agree that the folk that have those skills tend to gravitate to being sales professionals.

In my experience, salespeople that are energised by meeting new clients, and establishing new friendships, tend to do better than others.

I think we know too, that these people enjoy this process of prospecting and meeting new people.

This, however, can trip some good salespeople up.

Don't oversell

Genuine interest in other people is the key to building good long-term relationships. Asking lots of questions about this new person helps build trust, BUT don't oversell.

There is nothing worse than meeting a salesperson and, within 2 minutes, they are trying to sell you something.

I have said this before; within 3-5 seconds, a potential person is asking "Do I trust this person, and can I work with them?"

How can you help your team be better at this?

Remind your team that if they have a natural interaction with people and find it easy, then it's an opportunity to build rapport get to know the client.

Do a good job and these people become a great resource for referrals.

Teach them to be better at presenting your product or service. Build training and sales programme that bring the client into the conversation.

Sometimes we hear that salespeople are not good at listening. Training them in good listening skills helps. Get them to involve themselves in the community. Socially, they need to meet new people.

Warning – Why not me!

Sometime sales people who are very good at meeting people do not take rejection well. They often are so transparent that they think that everyone should like them and should buy from them.

You don't have to be liked for a person to buy from you. It's their needs that you have to focus on, NOT yours.

Next week, we look at the difference between commission sales people, and relationship/service salespeople.

Chat to you next week.

Mike

PS: We can help you find these people, just email me for a chat and I can take you through the Leading Sales Training Assessment Tool for Salespeople.

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For more content like this, please make sure to subscribe to my YouTube channel.



Mike Brunel started mikebrunel.com after being a successful entrepreneur and founder of NRS Media. He co-founded NRS Media in Wellington, New Zealand, expanded it into a global powerhouse in media sales and training, and was eventually responsible for opening offices in London, Atlanta, Toronto, Sydney, Capetown, and Bogota. He has hired hundreds of salespeople around the world.

He made a lot of mistakes when it came to hiring his superstars. Check out his How to Hire A Super Salesperson Each and Every time – It's packed with tips and ideas on how to hire great salespeople. Don't ever Hire Bad Salespeople Ever Again. Promise!