

Genuine Sales Confidence – The 5 Ps

A SALT Business Growth Guide

Confidence is an essential trait for any professional role that requires interaction with customers and prospective customers. This is especially true of sales personnel.

Confidence is a quality that prospective customers look for in order to trust the information that is being given to them. When it is present, customers feel able to trust you enough to commit to taking action.

The Folly of False Confidence

For confidence to be solid and unshakeable, and therefore engender trust, it must have a sound basis. Confidence that is faked or part of a 'salesman's act' normally doesn't stand up to too much scrutiny before it starts to evaporate along with any potential sales.

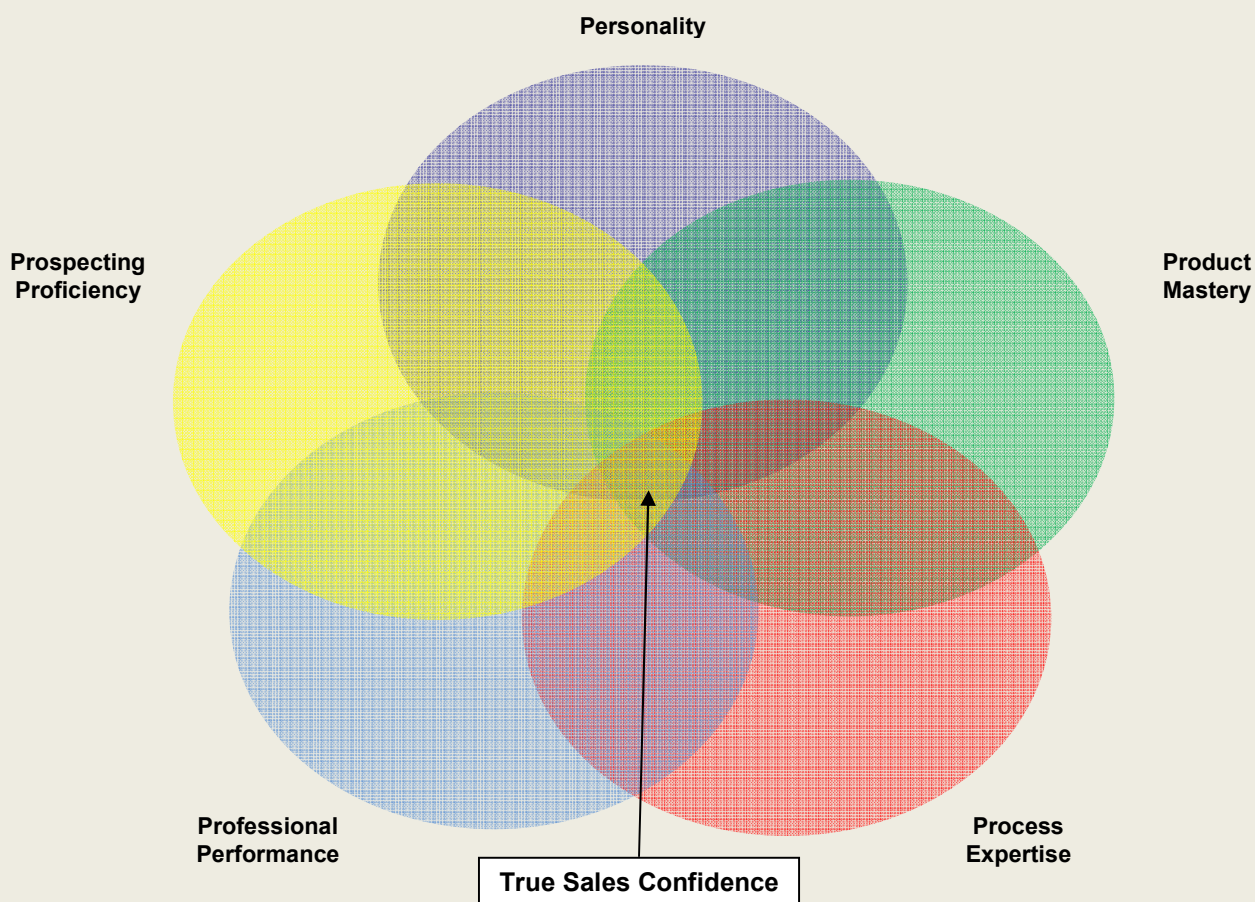
True Confidence

True confidence must be based on high levels of competency in the 5 main areas that a sales professional's performance depends on. Excellence in 1 or several of these areas is not enough to create true confidence, as the areas of weakness always hold the potential to undermine the sales interaction. True confidence comes from eliminating weaknesses and blind spots from all 5 areas.

True confidence differs from typical 'bluster' or 'force of personality' that is often typical of poorly trained sales personnel. True confidence can be presented as softly spoken, demonstrative, attentive, informative, interactive and respectful and will still hold the attention of prospective customers.

There is no false front, but true confidence based on the most solid foundations.

Sales Confidence Comes From 5 main areas.



The 5 Ps Of Sales Confidence

Personality

Character	Engaging	Humble / Ego-less
Resilience	Professional	Genuine
Flexible	Expert advisor	Empathy
Honest	Curious	Fearless
Positive / Can-Do Attitude	Results - focussed	Ethical
Proactive	Idealistic	Responsible

What other personality traits are useful, or even essential, in a sales professional?

Product

How well we know our product / service
How well our product / service matches the customer's requirements
How much we value our product / service
Our understanding of the uses for our product / service (even beyond the original intention)
Our confidence in the quality of the delivery of our product / service

What other factors affect our product confidence?

Performance

Ability to use sales techniques
Results that we are achieving
Ability to successfully connect with a client
Fearless approach
Volume of positive work generated
Ability to hit or exceed performance targets

How else can we improve our performance confidence?

Prospecting

Are we speaking to the right people?
Do we know who our target clients are?
Do we truly understand our clients' needs?
Can we easily find prospects that match our target demographic?
How certain are we that the prospects that we find are a match for our service / product?
Are our prospects properly qualified?

What else can we do to increase our confidence in our prospecting?

Process

Is your sales process solid and successful while not restricting your ability to perform?
Does your process support sales achievement or does it get in the way?
Does your sales process facilitate best practice and ethical actions?
Do you know your sales process well?
Does your process compliment your prospect's buying process or conflict with it?

How else can we increase our confidence in our sales process?

Only when all of these are present and strong is True Sales Confidence possible.