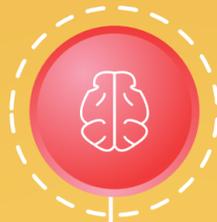


7 WEAPONS TO WIN YOUR FIELD SALES BATTLE THIS YEAR



READ THE MIND, DON'T BE BLIND

Field sales is more about understanding the situation which the customers go through, identifying their pain points and plan the elevator pitch accordingly. Apparently, you need phenomenal mind reading powers to own up your first weapon.



KEEP CALM AND FIGHT

When you are out in the field closing deals, you must be at ease to make the right decisions. Losing your calm might lead to losing your deal. Knowing your progress and acting on the areas that you have to improve will give you an edge over your emotions. This weapon will win battles for you.



RELATIONSHIP MATTERS, EVEN IN THE WARFIELD

People are emotional creatures, both in personal and professional connections. If you want to make your customer feel good, forge a relationship that allows them to connect with concerns or questions regarding your products. When customers realize that you care enough about their business, they will be more likely to return. So, lay the platform for the right weapon.



FROM CONFIDENCE TO VICTORY

Confidence is the key to any successful business deal. You can garner your confidence when you have all your priorities set and planned. So, get the right tool to know your customers and serve them better.



MANAGING YOUR SALES BATTLE DATA OUTRAGE

Being a field salesperson you must deal with tons of data regarding customers. Data should be managed with dexterity in order to do your job effectively. Thus, you need a state of the art technology to rely on and make your life easy.



LISTEN... AND LISTEN MORE !

"Listening is an art that requires attention over talent, spirit over ego, others over self" says Dean Jackson, the author of 'The Poetry of Oneness'. Listening to what customers have to say and analyzing it will help you find their exact needs. Once you get to know the need, you can understand the customer's problem better. Hence there will be a rise in customer's comfort level. A loyal and solid customer base is built on high levels of comfort and quality. So own up this weapon and build your business on it.



THE SECRET WEAPON: TECHNOLOGY

Acquiring the other weapons becomes a simple task when you have the perfect secret weapon. There are various technologies available in the market to make your work simple when you are on the field. You can just feed in your data, process, manage, make decisions and connect with your customers from anywhere and anytime. One who is well prepared has half won the battle. You have the opportunity to become a pro when you own up your right weapon of technology!



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