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Get Empowered and Learn How to Sell

Welcome to Learn How to Sell and the Sales IMPACT series of books.

*"The ultimate goal in sales is to win deals where you know you had no right to win"*

I understand that life’s challenges are unique and complex to all individuals. With the Sales IMPACT series of books together with a unique sales assessment questionnaire you have the tools to help you find out what you need to turbo charge your performance and realise your full potential. Seriously, np one can take these skills on board in a single helping and the winning strategy is to work with bite sized chunks of the content and reinforce it with practice. I can’t emphasis enough how important repetition is to your success. You need to be 100% on top of your game because when you are selling there is usually only one winner and that needs to be you.

Maintaining a competitive advantage is essential in today’s highly challenging business environment. Strong sales skills are the most important tools which help individuals to stay ahead of the game.  The competence of the salesperson, in a B2B environment, is the most significant element prompting prospects’ decisions to buy. Investing time in developing your skills will making selling more efficient and effective and is the key to achieving your personal goals.

With the advent of modern technologies, more and more organisations are opting for innovative training solutions such as e-learning, simulations, gamification, webinars, and scenario-based videos to effectively train their employees. Such training usually proves to be more interactive and allow employees to actively apply what they are learning in their day-to-day jobs.

A well-trained salesperson can easily influence a potential customer. With the right negotiation tactics along with product knowledge, pricing and a presentation, the sales professional is ready to go and this can make all the difference. Hence, the sales training process is a critical factor in the world of sales. The better trained an individual is, the better he or she should be able to perform in the field.