



Guide to Effective Sales

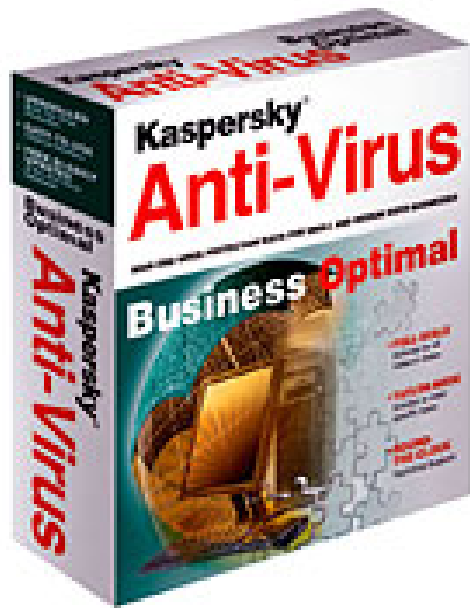
25 Great Ideas from Tom Peters

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Great Salespeople ...

**1. Know the product.
(Find cool mentors, and use them.)**





Great Salespeople ...

2. Know the company.





Great Salespeople ...

3. Know the customer.





Great Salespeople ...

4. Love internal politics at home and abroad.





Great Salespeople ...

5. Religiously respect competitors.

(No badmouthing, no matter how provoked.)



Great Salespeople ...

6. Wire the customer's organization.



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Great Salespeople ...

7. Wire the home team's organization and vendors' organizations.



Great Salespeople ...

8. Never overpromise.



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Great Salespeople ...

9. Sell only by solving problems-creating profitable opportunities.



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Great Salespeople ...

10. Will involve anybody – including mortal enemies – if it enhances the scope of the problem we can solve and increases the scope of the opportunity we can encompass.



Great Salespeople ...

**11. Know the Brand Story cold;
live the Brand Story.**



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Great Salespeople ...

**12. Think “Turnkey.”
(it’s always your problem!)**



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Great Salespeople ...

13. Act as “orchestra conductor”: You are responsible for making the whole network respond.





Great Salespeople ...

14. Help the customer get to know the vendor's organization & build up their Rolodex.





Great Salespeople ...

15. Walk away from bad business.





Great Salespeople ...

16. Understand the idea of a “good loss.”



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Great Salespeople ...

17. Think those who regularly say ‘It’s all a price issue’ suffer from rampant immaturity & shrunken imagination.



Great Salespeople ...

18. Will not give away the store to get a foot in the door.





Great Salespeople ...

19. Are wary & respectful of upstarts – the real enemy.



Great Salespeople ...

20. Seek several “cool customers” – who’ll drag you into Tomorrowland.



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Great Salespeople ...

21. Use the word “partnership” obsessively, even though it is way overused.

(“Partnership” includes folks at all levels throughout the supply chain.)



Great Salespeople ...

22. Send thank you notes by the truckload. Remember birthday. Use the word “we.”



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Great Salespeople ...

23. When you look across the table at the customer, think religiously to yourself: “HOW CAN I MAKE THIS DUDE RICH & FAMOUS & GET HIM-HER PROMOTED?”



Great Salespeople ...

**24. Can affirmatively respond to the query in an HP banner ad:
HAVE YOU CHANGED
CIVILIZATION TODAY?**



Great Salespeople ...

25. Keep your PowerPoint slides simple!