

Lesson 6: PREPARATION FOR CAREER IN SALES



To establish a successful career in sales you need to prepare yourself encompassing:

1. Physical Preparation
2. Mental Preparation and
3. Functional Preparation.

1. Physical Preparation for sales include:

- Good health
- Presentable personal appearance
- Grooming
- Smiling while presenting.

2. Mental Preparation for sales include:

- Proper knowledge of the product, the market and about what is happening in and around
- Confident behavior
- Cool and composed demeanor
- Self-starter

3. Functional Preparation for sales include:

- Doing the homework before meeting a customer.
- Time management is about making use of every minute, also called 'Money Hour'.
- Make appointments before meeting a customer to evade disappointment
- Always keep your sales tools handy.