

# Sales Associate Skills

## Infographic

### What is a Sales Associate?

Sales associates sell products and services, such as clothes, cars, furniture and etc. Their main work includes communicating with customers to find what they need and ensure an effortless sales process.

As a sales associate, you are the first person customers interact with!

## SALES ASSOCIATE SKILLS

### 1 Communication Skills



Active and engaged listening skills  
Nonverbal communication – body language  
Friendliness



Verbal written communication abilities  
Managing stress at the moment  
Be clear and concise



Confidence  
The ability to deal with difficult people  
Be positive and patient

### How to Develop Effective Communication Skills For More Sales?

Focus on Solutions

Master the Nuances of Your Voice Tone

Learn to Be Empathetic

Wellcome and Depart Properly

Pay Attention to Body Language

Try to Use Your Clients Words

Learn To Be An Excellent Listener

Be Honest



### 2 Excellent Product Knowledge



What is the main purpose of your product/service?  
How can you describe it in details?  
What are the key value for the customer?



What are advantages in comparison with the competitor's benefits?  
How much does it cost?



What are all possible ways for the customer to assess the product?  
How to use the product?

### How to increase your product knowledge ?



Use your own experiences when you are using the products and services.

Make sure you are familiar with product literature such as brochures and catalogs.

Read additional information such as industry publications, marketing literature and etc.

Be open to all feedbacks and testimonials

Learn from your co-workers and team members

Be active on the sales training programs

If it possible, visits to manufacturers

### 3 Business Acumen Skills



Financial Acumen  
Market Orientation



Strategic Thinking  
Leadership skills



Analytical and Logical Thinking  
Perseverance

### How To Develop Your Business Acumen?

Read Business Books, Magazines, Websites, Blogs...

Education courses

Participating on Different Company Committees, Projects, and Events

Learn From Your Colleagues

Professional or Industry Associations

Find Experts in a Business Area - Friend, Family members and ec.



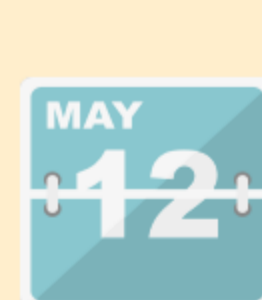
### 4 Time Management Skills & Tips



Set goals  
Prioritize your goals  
Create a schedule  
List the things to do



Use optimization tools  
Staying clear of negative thoughts  
Set a time for the paperwork



Use your wait times creatively  
Balance work and leisure  
If it possible delegate tasks to others

### 5 Problem-Solving Skills & Steps:



1

Identifying the problem and the need



2

Looking for possible solutions



3

Find a solution/product



4

Offer the products you selected with a willingness to help