



80% of Sales Revenue Comes from 20% of Sales People

By ATCEN

Business Executives always complain about 80/20 performance, where 80 percent of the sales are produced by 20 percent of sales people. In order for a sales person to move into the top 20%, there are some sales skills that can be learnt by asking "Who" "When" "What" "Why" "Where" and "How." When we use all the 5W's and 1H questions instead of Yes and No questions, prospects will share more information with the sales person. This increases the chances of getting the lead or sales by finding out the customers need.

Example:

Who is the target group?

When is the targeted period that the customer is planning to get the product or service?

What is the reason the customer is having the product or service?

Why is the product or service important to the customer?

Where is the good location to deliver the product or service?

How much is the customer's budget?

In a sales environment, many of the sales people are struggling to meet their quotas. There are a few areas that we need to focus on.

Is it the state of the economy?

Is it because they do not work hard enough?

Is it because they do not have enough product knowledge?

Do they need to work harder on their selling skills?

Do they need more coaching from their manager? A sales person is required to develop a good prospecting plan by using the 5Ws and 1Hs for their customers in order to generate lead opportunities and the ability to answers the questions above themselves.