

Communication, self-management and product knowledge are the three biggest keys to sales success, according to national sales managers from the Fortune 500's biggest companies. The managers agreed that communication and self-management are the most important factors, accounting for 85% of sales success, while product knowledge provides the final element.

To achieve your sales goals and provide the greatest level of service to your customers, work on the following key skills.

<b>Communication</b>	<b>Self-Management</b>	<b>Product Knowledge</b>
• Know Your Customers	• Set Goals	• Know Your Products
• Develop an Effective Sales Presentation	• Prospect and Set Appointments	
• Ask for the Sale	• Follow Up	
• Handle Objections	• Organize	
• Use Branch Resources	• Develop Yourself	
• Build Relationships with Branch Managers, Internal Wholesalers, External Wholesalers and Team Leaders		

**Take charge of your future. Master these skills, and become the agent customers ask for by name.**