Imperyo: What Do all Successful People Share? Sales Skills!

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Whilst many skills are needed to find success within the business environment, Imperyo believe there is one skill that all budding entrepreneurs MUST master - the ability to sell.

There is no doubt among established business professionals and CEOs that it is impossible to succeed in business without sales skills. However, Imperyo are concerned that selling has developed a bad reputation, which is preventing new entrepreneurs from mastering the skill properly. When people think of 'sales people' today, they often can't move past the cliché idea of the sales man, who uses pushy, underhand tactics to encourage customers to panic buy. In reality this idea couldn't be any further removed from what a great sales person really is. A great sales person is a communicator, who gives customers a platform to share their needs and concerns and who then uses this information to tailor a service which meets these preferences.

About Imperyo: http://www.imperyo.co.uk/

Imperyo is adamant that for entrepreneurs to thrive in the future, people need to move past the idea that selling is manipulative. Instead entrepreneurs should think of selling as explaining the logic and benefits of a decision, then they will be able to understand why everyone needs some degree of a selling ability.

The firm is keen to address how sales, at its core, is simply communication; and the ability to communicate is critical in any business or career. Being able to communicate or sell an idea to others is a vital part of business, and not just for entrepreneurs who may be looking to pitch to investors. Professionals at all levels must be able to effectively sell their ideas and beliefs to others to spark innovation and champion progress for the business and get themselves noticed so that they can move up the ladder.

Imperyo believes that with sales skills playing such a pivotal role in success, working within a direct sales environment can propel a person's skill set and help them lay the foundations for a successful career. The firm have shared some of the ways working in a customer facing role can provide valuable experience that will serve a professional well no matter what career they ultimately choose.

Negotiation

Every job involves some level of negotiation, and lacking this skill will result in a professional being taken for granted and unable to move forward. Direct selling experience will help professionals learn to listen, evaluate variables, identify key drivers, overcome objections and find ways to reach an agreement.

Persistence

It's hard to hear 'no' however experience in sales will help professionals develop resilience and understand that 'no' doesn't always mean the end. It often just requires a change of perspective and a little extra knowledge and work.

Self-confidence

Sales can be the perfect cure for shyness as it forces people to take on new challenges and push themselves out of their comfort zones. Whilst initially scary, working in sales can help professionals gain confidence and self-assurance, and develop the skills that will serve them well for the rest of their personal and professional lives.

As a direct sales and marketing firm Imperyo help young entrepreneurs develop sales skills on a daily basis, allowing them to take on new challenges and responsibilities. The firm are confident that the experience of selling and meeting with customers one-on-one will prepare them for a successful future by improving their communication and empathetic abilities.

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Imperyo

E. info@imperyo.co.uk
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