

Paragon Acquisitions: Do You Think Like a Salesman?

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There's a lot more to sales than people think, claims [Paragon Acquisitions](#). The firm has finally exposed their key secrets to being a successful [sales rep](#).

Working in the sales-field is often hard to keep up with says Paragon Acquisitions. The direct marketing firm says that the field is fast-paced, spontaneous, and lively. A conversation can take any number of twists and turns, making it unpredictable. Paragon Acquisitions says that these aspects can make a person either love or hate the field depending on what sort of person they are.

Paragon Acquisitions has outlined the key fundamentals to remember when working in sales and what sort of personality traits are required in order to be successful.

Think, fast.

On a sales call, pretty much anything can happen. Prospects could ask any question and often one that wasn't anticipated, and that could result in the sales-rep losing control of the conversation if they are unprepared. Know the product, the company's positioning statements, and most importantly, the prospect. There's no time to check whether what is being said is correct in the middle of a sales-pitch so it is good to be sure that everything has been learned beforehand.

Don't be over-eager.

Don't go in for the sale too early, there needs to be a rapport with the prospect first or there is a risk of putting them off. It sounds like an odd thing to recommend, but Paragon Acquisitions says that it's a good idea to think and act like a child. No question is too stupid; it is important to understand the prospect before selling something to them. Jumping to conclusions about a prospect means the sales-rep could potentially miss a huge problem that could be solved or not see a looming red flag that the prospect isn't a great fit for the company's product.

Have thick-skin.

People can be rude if they don't want what is being sold. Whether they hang up, slam the door or whether there is simply no answer call after call. It is important not to be deterred and to remain patient, treating the next prospect who does answer with the kindness and patience they deserve.

It's a numbers game.

Sales reps are just as obsessed with numbers as marketers are. What's their call connect rate? What's their close rate? How many people can they get to in a day? Will that let them hit their quota? These questions are constantly top of the mind.

It's easy to be a bad sales-rep.

It's important to find the perfect balance of counsellor, consultant, and salesman, finding that balance will take time. The key is to assess whether it is right to call that particular prospect, if so, research them. Look up the right contact information, go to their company and learn what they do. As well as looking into the prospect's previous history with the company.

Paragon Acquisitions is an outsourced sales and direct marketing firm located in Southampton. The firm specialises in improving their clients' sales, customer acquisition, brand loyalty and brand awareness. Paragon Acquisitions connects with consumers through face-to-face engagement which helps to create personal and long-lasting relationships between the brand and the consumer.

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