



# Essential Soft Skills To Up Your Sales Game

## Lesson 1

Course Created By: Melany Muraour ©



# Essential Soft Skills To Up Your Sales Game

## Overview

Welcome to our Train in a Day – Essential Soft Skills To Up Your Sales Game Course. Success in sales requires more than just technical know-how of products or services. Soft skills are the social and interpersonal skills that help you build relationships and trust with your customers. These skills are just as essential to determining whether your company will succeed or fail. First we'll cover an introduction of why soft skills are crucial to your sales success. Then we'll dive deeper into some of the most essential soft skills for sales people, such as building connections, listening, and selling with greater emotional intelligence.



## What You'll Learn

- What it takes to up your sales game
- Understand why soft sales skills matter
- Discover the essential soft sales skills
- How you can master soft sales skills
- How you can build advanced soft sales skills



## Audience

Essential Soft Skills To Up Your Sales Game Course is a perfect course for beginner sales professionals to develop their emotional intelligence (EQ) and soft skills that are essential to conduct sales and increase their sales figures. MLN marketers, platform speakers (sellers), entrepreneurs and sales professionals from all walks of life looking to sharpen their sales skills and as well as anyone considering sales as a career will also benefit from signing up.



## Uncover what it takes to up your sales game



# *Hard Skills + Soft Skills = Success*





E-CADEMY

## Top 8 hard skills for sales professionals



1

Product Knowledge

2

Understanding of Common  
Business Software

3

Business Communication

<https://www.saleshacker.com/sales-skills-traits/>





E-CADEMY

## Top 8 hard skills for sales professionals cont...



4

Client Engagement



5

Active Listening



6

Conflict Management & Resolution

<https://www.saleshacker.com/sales-skills-traits/>





E-CADEMY

## Top 8 hard skills for sales professionals cont...



7

Sales Presentations / Demos



8

Social Selling



<https://www.saleshacker.com/sales-skills-traits/>



## Top 8 soft skills for sales professionals



1

Collaboration



2

Relationship Building



3

Knowing When To Shut Up



## Top 8 soft skills for sales professionals cont...



4

Time Management



5

Storytelling



6

Research | Information Gathering



## Top 8 soft skills for sales professionals cont...



7

Critical Thinking | Problem Solving



8

Tech Savvy



## What you have learned

### Train in a Day Essential Soft Skills To Up Your Sales Game Course Checklist

- ✓ I know what it takes to up my sales game
- I understand why soft sales skills matter
- I have discovered the essential soft sales skills
- I know how I can master soft sales skills
- I have learned how to build advanced soft sales skills

