

# Lesson 2: Understand why soft sales skills matter



## Essential Soft Skills To Up Your Sales Game Lesson 2



Course Created By: Melany Muraour ©

*In this lesson, you'll get to understand why soft sales skills matter*

## Let's Get Started!

## Why Soft Sales Skills Matter



# Why are soft skills in sales so important?

## Because people do business with people they like...

Think about something you've bought for your business or when you needed something but didn't end up buying it.

Assuming you had the budget, there's a good chance your interaction with the person selling the solution ultimately affected your decision to not follow through. Most of the time, the solutions you're deciding between are likely comparable and the timing of the purchase is right.

Unlike the 'hard skills' of selling, which can be taught – the what, the why, the USPs, and so on – it's the soft skills, the people skills, that are crucial.

## In short, we buy from people we connect with...

Let's suppose that the person you're buying from is knowledgeable and the solution fits your requirements, the final decision can often come down to which person you connect with best.

Your ability to hold and instigate conversations with strangers, to network in a room full of people you don't know and the good energy you bring to the room is what would separate you from others and help you in a big way!

Half your sales battle is connecting with your prospect.

We gravitate in life towards people with good energy, who have a warm personality, self-confidence, and bring a positive mindset in all they do. Those are just some of the soft skills the best salespeople have.

People will always do business and work with people they like.

# Download Extra Notes

“Why are soft skills in sales so important? Because people do business with people they like...”

For extra reading, click on the image below to get the PDF or [click here](#) to read the full article published on linkedin.com covering “Why are soft skills in sales so important? Because people do business with people they like...” by Nicky Dawson

## Why are soft skills in sales so important? Because people do business with people they like....

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# Summary

## 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



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# Still to Follow

- 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