

Βασικές Αρχές
Επιτυχημένων Πωλήσεων

Μαρίκα Λάμπρου

Ιούνιος 2016

Οι 10 + 1 Αρχές

1. Επικοινωνώ αυθεντικά
2. Ακούω ενεργητικά
3. Κρατάω τις υποσχέσεις μου
4. Διδάσκομαι από τα λάθη μου
5. Εστιάζω σε οφέλη όχι σε προϊοντικά χαρακτηριστικά
6. Επιδιώκω συναίνεση από όλα τα ενδιαφερόμενα μέρη
7. Φροντίζω η συνεργασία να είναι αμοιβαία επωφελής
8. Επιδεικνύω ευελιξία, προσαρμοστικότητα, ανθεκτικότητα
9. Σέβομαι τον ανταγωνισμό
10. Γίνομαι στρατηγικός συνεργάτης του πελάτη μου
11. Αξιοποιώ τον «ανθρώπινο» παράγοντα στην πώληση

Τα 7 + 1 «Α»

1. Αυτοεκτίμηση
2. Αυθεντικότητα
3. Ακοή
4. Αναπλαισίωση
5. Αμοιβαιότητα
6. Ανθεκτικότητα
7. Ανταγωνισμός
8. Ανθρώπινος παράγοντας

Suggested readings - Books

1. “The 7 habits of Highly Effective people”, Stephen Covey
2. “Bend, Not Break”, Ping Fu
3. “Emotional Intelligence”, Daniel Goleman
4. “The inspiring leader”, Zenger & Folkman
5. “Rookie Smarts”, Liz Wiseman
6. “Flight of the Buffalo”, Belasco & Stayer
7. “Leadership 2030: the six megatrends you need to understand to lead your company into the future”, Vielmetter & Sell

Suggested readings - Articles

1. 6 ways to improve your selling skills
<http://www.businessinsider.com/learn-what-customer-focus-really-means-in-sales-2011-1>
1. 10 tips to improve your sales performance
<http://www.sellingpower.com/content/article/?a=10089/10-tips-to-improve-your-sales-performance>
2. 3 powerful skills you must have to succeed in sales
<http://www.forbes.com/sites/womensmedia/2011/08/22/3-powerful-skills-you-must-have-to-succeed-in-sales/>
3. Sales skills for non-sales people
<http://www.mindtools.com/pages/article/sales-skills.htm>
4. 9 essential sales skills every sales person must know
5. <http://fearless-selling.ca/9-essential-skills/>

Suggested readings – ML LinkedIn posts

1. Parthenon: an invaluable TEAM work lesson from Ancient Greece
<https://www.linkedin.com/today/post/article/20140521101009-41409875-parthenon-an-invaluable-team-work-lesson-from-ancient-greece?trk=prof-post>
2. Expertise - Experience - Attitude: the two “E’s” that’ll never make the “A”
<https://www.linkedin.com/today/post/article/20140528073053-41409875-expertise-experience-attitude-the-two-e-s-that-ll-never-make-the-a?trk=prof-post>
3. So, you think you’re a leader...
<https://www.linkedin.com/today/post/article/20140708054340-41409875-so-you-think-you-re-a-leader?trk=prof-post>
4. 10 simple rules to follow for a LIFE LONG successful career
<https://www.linkedin.com/pulse/article/20140922131105-41409875-10-simple-rules-to-follow-for-a-life-long-successful-career?trk=prof-post>
5. 10 reasons why you should keep your resilience spirit high and your tolerance attitude low
<https://www.linkedin.com/pulse/article/20141008140611-41409875-10-reasons-why-you-should-keep-your-resilience-spirit-high-and-your-tolerance-attitude-low?published=t>
6. The most crucial characteristic of a successful sales person is...
<https://www.linkedin.com/pulse/most-crucial-characteristic-successful-sales-person-marica-labrou?trk=prof-post>