21 Pro Tips for Sales Reps
Every day, we are rapidly increasing our screen time.

As customers access more information and services on-demand, how do we as sales professionals make the most of digital to remain relevant and top of our game?

**Luckily, we are all customers as well as sales professionals. We can learn from those who we buy from often. They know who we are and what we want. They have a clear view of where we’re at in the journey, and even why.**

Why do they succeed? It has everything to do with customer insights, which is the currency of sales.

As sales professionals, our job is to offer consistency, to draw on the right data to match the customer’s needs. Empowered with the right data, you can bring your customers’ vision to life. You can help to reimagine how their business works. To create their vision, their values, methods and metrics. And naturally the sales will flow.

This e-book features tips from top sales leaders across Australia and New Zealand sharing their secrets and best practices. It is another source of data to empower you to be at the top of your game.

In these pages you can walk alongside leading sales professionals in rapid succession, and hear the best of sales knowledge and experience.

We trust it will help you delight your customers.
Busy day? Here are a few short cuts to help you navigate this e-book

Click on an industry expert to see their tips for sales reps.

The Industry Experts

Cian Mcloughlin
CEO, Trinity Perspectives

Chris Proctor
Head of Commercial Excellence, Nanosonsics

Sue McEvoy
Head of Sales Australia, FCM Travel

Bob Barsdell
Auckland Regional Sales Manager, PlaceMakers

Eoin Geaney
Regional Business Leader Transportation & Electronics Business Group, 3M

Charmaine Keegan
Founder, Director & Lead Trainer, Smarter Selling
“Remember that reps come from all backgrounds and some are more traditional sales people. Sometimes you need to up-skill a rep on basic virtual usage, without them needing to be a technological genius. In other words, skill up on what works for the individual and their day-to-day routine.”
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We are more connected now than ever, albeit virtually. In sales, our job is to stay connected to the customer. As the sales landscape changes, so too must your skills. You want to be at the top of your game and top of mind for customers.

We spoke to sales leaders who share the key skills you need for building strong customer relationships in a hybrid sales environment.
“There has never been a better, or more important, time to level up your sales skills. Don’t just rely on your employer to invest in your skills development. Be proactive with your own skills development; read, watch, listen, learn, apply and repeat.”
“Remember that reps come from all backgrounds and some are more traditional sales people. Sometimes you need to up-skill a rep on basic virtual usage, without them needing to be a technological genius. In other words, skill up on what works for the individual and their day-to-day routine.”
“Become educators, not sellers. Buyers now expect more than simply to be sold to. They want a trusted advisor, someone who will inform them of current trends. Share broader industry news and be knowledgeable on matters outside your product such as specialist topics like diversity and inclusion.”
“Document outtakes and action plan your tasks to find where can you link solutions, where you need to leverage others and what you need to research more.”
“Take a blended approach with in-person and digital interactions. Online customers have certain expectations, such as speed of response. In person they need human triggers. Using both will help build trust and grow your business.”
Scale up your processes

Sales is about achieving goals, both big and small. If you want to work smarter, then let automation work as hard as you do.

To find out how to make processes work for you, we spoke to sales leaders to hear their inside tips on the best ways to drive, track and exceed your sales goals.
“Get close to your customers. Not just the ones you have, but also the ones you’d like to have. Listen to find out what they really need, as this can shift and change. This allows you to continually evolve and grow, even during uncertain times.”
“Attention to detail. Know your deal, pre-empt the roadblocks, understand compelling events, confirm sign-off steps, and assess the competitive landscape. These are the steps on the path to an accurate forecast.”
“Utilise your dashboards and basic process training. Build in your forms. You could be getting great results but it reflects far more positively on you if your actions and metrics can be seen, supported and rewarded by upper management.”
“Research and analyse to understand what is the current environment and the next best course of action. What was applicable six months ago, in most cases, will not be the case anymore. The trap is to rely only on the relationship.”

Tip #1
“Understand where and how to utilise support within your own network or supply chain. Share the goals and the challenges so others can help you grow and scale. If they too know the end goals, they’re more likely to buy in and perform for you.”
“Focus on time management. If this is inefficient, it may be that your processes are antiquated, or you are not focusing on the right priorities for your role. Use your dashboard to tell the full story. Look at where your time is spent and your individual pipeline, which allows you to improve and scale for rapid growth.”
“Use the tools. It might seem like extra work for nothing. Or your value is being shared. But as you become successful and need others to help you to continue to expand your business, having all of your data available to someone else so they don’t have to call you will speed everything up.”
Speed up your revenue

Helping customers find their perfect solution helps you win too. To do this you need to ask the right questions to find a solution fast and build a healthy pipeline of done deals.

To speed up your sales cycle, hear from great sales stars on how to reach those sales goals earlier.
“The customer doesn’t always know what they want. Ask questions and listen. Then think about what you can do to help them with their problem. When you do this, revenue will naturally flow.”
“How to avoid discounting and sell on value? Recognise that every customer wants (and deserves) a good deal, but a good deal doesn’t mean the cheapest price. The longer you spend on discovery at the start of the sales engagement process, the easier it becomes to communicate the value of what you are selling.”
“The best way to deliver on B2B revenue quickly is to understand your customer and their business plan. For example, a shift from assisted to digital. Revenue that’s more regular for cashflow is now more important than ever. Work to reach those goals for them and your sales will also prosper.”
“Earn the right to advance a particular relationship with a customer. It’s not just about having a conversation; it’s about having the right conversation and continuing to follow up from that conversation. Sales can be an intricate dance toward long term relationships.”
17. Bob Barsdell
Auckland Regional Sales Manager, PlaceMakers

“Early engagement affords you the opportunity to sell efficiencies aligned to the supply chain or your own company structure; build tension and utilise “soft closes.””
James David
Associate Director of Enterprise Sales, Datacom

"Think about what else you could add to a deal to make it bigger and different to your competitors. This will also broaden the conversation with your customer on aspects they might not have thought of before."

Tip #1
19. Alyssia Tennant
National Sales & Delivery Director, Simplus

“Know your customers, their industry, their personas and the language they actually speak. Bring storytelling into your messaging; this allows you to create messages that resonate, which will speed up the sales cycle.”

Tip #1
20. Sue McEvoy
Head of Sales Australia, FCM Travel

“Know when you can shorten the sales cycle. With large-scale enterprises, the style of touch should be tailored. Bring in subject matter experts to add value to the buyer. Add value by addressing their areas of concern with the voice of an expert and introduce customer stories and video messages.”
“Speeding up sales cycles comes down to three things: value, clarity and leverage. Add value at every interaction, by gaining an intricate understanding of your customers’ industry. Provide clarity, by aligning your sales cycle to your client’s buy cycle. Use leverage, to bring the right resources in at the right time.”
Become a seller at the top of your game.

Skill up, scale up, speed up with Salesforce.

START YOUR JOURNEY