



Guide to be a Successful Medical Representative

*Abesh Das**

* Department of Pharmaceutics, Guru Nanak Institute of Pharmaceutical Sciences

ABSTRACT

The pharmaceutical companies in India are really vast and there are more than 3000 registered pharmaceutical companies in India. The current growth rate of the pharmaceutical industry is nearly about 8%. These companies manufacture different types of medicine under different brand names. So to promote these companies' brands there is a need for a salesperson whom we call a Medical Representative (MR). This present study is mainly focussed on the job role concept of MR. Medical representative plays a very crucial role as they are responsible for representing their brands on behalf of the company for whom they are working. Medical representative introduces their company's brand to the doctor and helps in generating the prescription by which the company earns a business. They also help to keep the medicine stock of their company available at every place so their report about the movement of brands is crucial for the company. A Medical Representative is someone who has good knowledge of pharmacology and knowledge about different brands.

Keywords: Pharmaceutical, Medical Representative, stock.

Introduction

Medical representatives are middlemen who serve both healthcare providers and pharmaceutical or medical companies. They are connected by a powerful key. A medical representative is, to put it simply, an individual hired by a medical company to expand its network of healthcare professionals in order to market new products, handle sales, provide guidance, and educate consumers about how to use them. The following are the duties and roles of medical representatives. A medical representative is well-versed in marketing, has strong communication abilities, is persuasive, and employs cutting-edge tactics. He was appointed on behalf of pharmaceutical companies, in order to facilitate the easy distribution of their products to industry experts and general public users.

A medical representative works for a pharmaceutical company or in the medical field. The marketing hierarchy and the product management team are part of an overly large sales team. A science or pharmacy degree is the minimal requirement for all positions. This is the preferred eligibility list that outlines the qualifications, age, experience, and designation of the necessary workers in the medical field.

Medical representative plays a vital role in the pharmaceutical industry. As research, Research and Development (RND) is important to manufacture medicine but it depends on the fund of the company, which is depends on the profit of the company, which in turn depends on the profit that is company making and this profit comes by selling their products in the market. These products are promoted to sold by medical representative. MR works hard and smartly to generate prescription of doctors in favor of their company.



Figure 1: Medical Representative

Who is a Medical Representative?

There is a set of questions designed to help you understand a medical representative; the answer to the first question was given to you already. In order to prescribe the company's medical products to patients, he represents them before physicians, healthcare professionals, hospitals, and pharmacies. They impart all of their knowledge about the product, including its features, advantages, significance, and uniqueness.

What is RCPA and POB?

RCPA stands for Retail Call Prescription Audit and it is done by medical representatives over the chemist's counter. The purpose of doing RCPA is to collect the information of products of a particular company to know which products are moving and nonmoving. From there MR can get the knowledge of which product is selling more in the market and needs resupply and on the other hand, they can manage the nonmoving products by convincing the doctor to generate the prescription.

CHEMIST SURVEY REPORT						
NAME OF B E -			DATE -			
TOWN -			ADDRESS -			
NAME OF CHEMIST -			PHONE NO -			
CONTACT PERSON -						
PRODUCT SELECTED FOR RCPA:-						
COMP. BRAND NAME	COMPANY	PRESCRIBER DR. NAME	ARE A	QUL/S PL	APPROX. QTY SALE / WEEK	STOCKIST COVERED
PRODUCT SELECTED FOR RCPA:-						
COMP. BRAND NAME	COMPANY	PRESCRIBER DR. NAME	ARE A	QUL/S PL	APPROX. QTY SALE / WEEK	STOCKIST COVERED

Figure 2: RCPA Format.

POB stands for Personal Order Booking. It is done by MR over the counter of a pharmacy. After going through the stock of medicine, if they find any brand is insufficient then they can take the order immediately from that pharmacy with the owner's signature. MR also assures the owner that they will get the stock as soon as possible after submitting the POB slip to the wholesaler.

Customer Purchase Order Form

QuickMedical®
Medical Equipment and Supplies

30200 S.E. 79th St., Ste. 120
Issaquah, WA 98027-8792
Tel: 425-222-5963
Toll Free: 888-345-4858
Fax: 425-222-6030
www.quickmedical.com

Att: _____ Date: _____

PO Number: _____
Company Name: _____
Address: _____
City: _____
State: _____
Zip: _____
Phone: _____
Fax: _____
E-mail: _____

QuickMedical Information Only

Order Number: _____
Sales Person: _____
Date Received Back: _____

Quick Medical Quote/Order Number: _____

Ship To:

Company Name _____
Contact Name _____
Address: _____
City: _____
State: _____ Zip: _____

Bill To:

Company Name _____
Contact Name _____
Address: _____
City: _____
State: _____ Zip: _____

Accounts Payable Information:

Name _____
Phone _____
Fax _____
Email _____

Customer Reference or PO#

Phone Number: _____
Fax Number: _____
Email: _____

Payment Information

Credit Card: Visa ___ MC ___ Disc ___ AE ___
Card Number: _____ Exp: _____
CVV# _____ Signature: _____

**Billing address must match for credit card billing address.
* I authorize QuickMedical to use the credit card provided to pay for goods requested.

Figure 3: POB Format.

What should your Biodata look?

BIO DATA

PHOTO

Name : _____
Mobile : _____
Email id : _____
Father's Name : _____
Gender : _____
Date of Birth : _____
Marital Status : _____
Religion : _____
Languages Known : _____

Qualification

	Institute Name	Year of Passing	Marks Percentage
School			
Intermediate			
Degree			

Figure 4: Biodata Format

What should be the LOOK and BODY LANGUAGE of MR?

LOOK

- An MR should have a clean shaved face. He should do shaving regularly and must have a proper formal haircut.
- An MR should wear proper clean formal clothes and the clothes should be ironed.
- An MR should know how to knot a tie because he will be wearing a tie with formal clothes.
- An MR should wear formal shoes and should practice polishing his shoes every day.
- An MR should have his own bike or scooty as they have to travel a lot of places.



Figure 4: Look of an MR

Body Language

By Body Language it Means The Non-Verbal Communication Silent (Non-Verbal) Messages Communicated Through The Sender's Body Movements, Facial Expressions, Voice Tone And Loudness, Etc. In Social Psychology, All Behavior In Presence Of Another Person Is Considered Communication.

- If an MR smokes then before entering the doctor's chamber he should use some refreshment mint or any chewing gum to mask the odor of the smoke.
- Before entering the doctor's chamber make sure you knock on the door first and then ask for his permission to enter.

For Example

Knock! Knock!

May I come in Sir?

If he allows then go in

- An MR must stand straight while introducing his brands. He should not take too much time to introduce his brand. The introduction to their brand must be short and gist.
- Do not cross your arms or legs because it makes your body language look defensive.
- While talking to the doctor always keep eye contact even while you are introducing your brand.
- Do not chew anything or eat anything while you are at the doctor's clinic it gives you an impression of being impatient.
- An MR should wear a black belt and black formal shoes.
- Always keep a smiling face while talking to everyone.

- Must have good communication skills and convincing power. They can tackle any kind of situation.
- Always greet the doctors after entering his room.

Role & Responsibilities of Medical Representative

Being a medical representative is an extremely difficult and demanding job. The weight of a medical representative's endorsements genuinely rests on their shoulders. Since each representative has been given a specific area to oversee the work, it will be simple for them to forge closer relationships. Establishing and keeping in touch with customers as well as reaching monthly targets are part of their job profile. As the fundamental components of an organization, they establish the groundwork for its future expansion.

Representative Role of medical representative is to create demand for existing product launch new product ensuring availability at retailers and stockiest

A medical representative has three main customers and their role is different

The three main customers are

1. **Doctors**
2. **Chemist or Pharmacy**
3. **Wholesaler**

Medical representatives have different roles to three main customers. These roles are:

1. The medical representative primary customer is a doctor. Their main focus is on the doctor because the doctor can only generate prescriptions. MR has to visit doctors regularly not just to introduce new brands but also to greet the doctors and remind them of your brand so that the doctor can generate prescriptions by which your company will earn the business. MR has also had to visit the doctor's chamber to give brand reminder utensils and other gifts to keep him happy in this business. MR's main responsibility to the doctors is to introduce their new brands and convince them to write your brand while generating the prescription.
2. Medical representative secondary customer is the chemist or pharmacies. As they have to visit the doctors daily, they also have to visit the chemist because from there they can know which of their products is moving and not moving and this process is called as RCPA. They also have to check the amount of products available because if any products are in minimal quantity they can write a POB and make sure that the product is available at the chemist counter as soon as possible. In the case of non-moving products, they have to check why it is not moving and have to visit those respective doctors so that they can write their product in the prescription (If any product is non-moving that means doctors are not writing your brand so you have to make sure that they write your brand by visiting them and convincing them).
3. The medical representative tertiary customer is the stockist. MR has to visit the stockist or wholesaler to submit the POB so that the chemist gets the product as soon as possible. They also have to check which payments are clear or not. If any payment is unclear then they have to make sure to collect the payment and the least they have to check the stockist list of their product to know how much quantity is present.



Figure 5: Job role of MR

These are some typical responsibilities of medical representatives:

- **Product promotion and sales:** Medical representatives are responsible for promoting pharmaceutical products to healthcare specialists, including doctors, pharmacists, and hospitals, to generate sales. This involves conducting product presentations, detailing the features and benefits of goods, and providing scientific and clinical data to support their efficacy.
- **Relationship building:** Medical representatives establish and maintain strong relationships with healthcare specialists by periodically visiting medical facilities and engaging in discussions to understand requirements, and address any concerns. Building trust and rapport helps them foster long-term business partnerships.
- **Market analysis:** This responsibility involves monitoring market trends, competitor activities, and customer feedback to gather insights, and provide suggestions to pharmaceutical companies. This information helps in developing effective marketing strategies and identifying growth opportunities.
- **Product education:** Medical representatives are responsible for educating healthcare specialists about the proper usage, dosage, and potential side effects of pharmaceutical products. Medical representatives to stay updated with the latest research work and clinical data to provide accurate, and reliable information to healthcare specialists.
- **Territory management:** Medical representatives typically manage a specific geographic area or customer base and develop strategies to maximize sales within this territory. This involves planning and organizing visits to medical facilities, maintaining records of interactions, and tracking sales performance.
- **Collaboration:** Medical representatives also collaborate with internal teams, such as marketing, research and development, and regulatory affairs to align promotional strategies. They provide feedback on product performance and participate in the development of marketing materials.
- **Compliance:** This responsibility involves adhering to regulatory and ethical guidelines from the pharmaceutical industry. This helps companies ensure that all interactions and promotional activities transpire in a compliant, and ethical way.

Medical Representative Skill

These are some crucial skills for medical representatives:

- **Communication skills:** Medical representatives communicate with healthcare specialists to present product information, address enquiries and build professional relationships. Clearly and concisely communicating helps them convey complex medical information in an understandable manner.
- **[Interpersonal skills](#)** Strong interpersonal skills are necessary for building relationships with healthcare specialists. Successful medical representatives establish rapport, listen actively, and adapt their communication style to different individuals and situations.
- **Sales and persuasion skills:** Medical representatives often possess sales skills to promote pharmaceutical products effectively. They are typically persuasive, confident, and capable of showcasing the value and benefits of products to healthcare specialists.
- **Product knowledge:** Medical representatives have in-depth knowledge of the pharmaceutical products they represent. They understand each product's features, benefits, mechanisms of action, and potential side effects.
- **Industry and market awareness:** Medical representatives usually possess a good understanding of the pharmaceutical industry, including industry trends, competitor products, and market dynamics. Being aware of the latest developments enables them to position their products effectively and stay competitive.
- **Time management and organization:** Medical representatives often manage multiple tasks and responsibilities. Strong time management and organizational skills help them prioritize activities, plan visits, maintain records, and meet sales targets within designated territories.
- **Adaptability:** The healthcare industry is dynamic and constantly evolving. Medical representatives benefit from being adaptable to changing circumstances, such as new products, regulations, or market trends.
- **Ethical conduct:** Medical representatives adhere to ethical standards and guidelines prevalent in the pharmaceutical industry. They typically conduct their interactions with healthcare specialists in an ethical and compliant manner, ensuring patient safety and the integrity of their profession.
- Ability to take a challenge
- Be willing to work hard
- Should be well groomed
- Should be polite and gentle
- Should be dedicated and determined

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- Good knowledge of the human body and Microbiology
 - Should have sound product knowledge
 - Ability to generate prescriptions
 - Ability to achieve sales target
 - Should be self-confident
 - Should have patience
 - Should be an expert in selling skills
 - Should have Problem-solving skills
 - Should know how to handle objections
 - Should have the good interpersonal skill
 - Should have good communication skills
 - Preferably Science background
 - Willingness to meet with different types of people
 - Ability to handle different types of customers
 - Should be able to handle the adverse situation
 - Ability to work under pressure
 - Ability to select the right product for the right customers
 - Ability to give the right information to the right doctors
 - Should be able to Pursue customers
 - Should be well accepted by customers
 - Should be Punctual
 - Should be able to read customer's mind
 - Ability to extensive travel
 - Disciplined
 - Good listening skill
 - Ability to learn quickly
 - Should be good at English
 - Should have analytical skills
 - Should have good detailing ability
 - Ability to buildup Relationship with customers
 - Judicious utilization of promo materials
 - Ability to follow management instruction
 - Well mannered
 - Creative in problem-solving
 - Should possess a positive attitude
 - Should be loyal to management
 - Ability to explore Opportunities
 - Self-motivated
 - Ability to work independently

- Knowledge regarding time management
- Ability to organize a scientific seminar
- Ability to make an effective sales presentation
- Ability to make an effective tour plan
- Ability to handle competitor's propaganda
- Ability to stick with the assignment until the job is completed

Medical Representative Qualification

- Bachelor's Degree in Pharmaceutical Sciences, Life Sciences, Business Administration, or a related field (or equivalent experience)
- Record of success in sales, preferably in the pharmaceutical or healthcare industry
- Strong communication and interpersonal skills, with the ability to effectively engage with healthcare specialists
- Excellent presentation and negotiation skills
- In-depth knowledge of pharmaceutical products, medical terminology, and healthcare practices
- Ability to work independently, prioritize tasks, and meet sales targets within the assigned territory
- Proficiency in using CRM software and other sales tools
- Valid driver's license and willingness to travel within the assigned territory.



Figure 6: MR Qualification

MR Key Sales Skill

1. Relationship-building

Not all prospects are going to be ready to close at your first touchpoint. Relationship-building is a crucial part of the sales process, as maintaining long-term relationships will encourage prospects to buy from you when the time comes. It also helps to generate referrals.

Creating these relationships should be intentional and focused on the goal of developing your network. Remember to keep in touch with people in your sales network through regular contact, typically [every one to three months](#) for those who aren't yet interested.

Overall, you can build relationships by positioning yourself as an industry expert; a professional who wakes up every morning to offer new insights, find solutions, and generally help customers achieve their goals. Someone who's not self-serving, and won't waste the customer's time if they can't provide the best solution.

To deepen your relationship with a potential prospect, start learning more about their business, industry, interests, and life. Move towards being more of a friend than a stranger. Focusing the conversation on an interest or experience you have in common will go a long way toward developing a stronger relationship overall.

2. Prospecting

Prospecting involves finding new leads and hopefully moving these people down the sales funnel. Use different lead sources or methods to identify new potential customers for your product and start a conversation with them.

Prospecting, more than anything, is about commitment and consistency. If you don't do it regularly then your revenue will go up and down like a rollercoaster; some months you'll feast then the next month will be famine.

In the words of the [Sandler Method](#), "You Never Have to Like Prospecting, You Just Have to Do It".

Yes, when prospecting it's important to weed out people who aren't a good fit as early as possible, but that's a secondary goal. The primary goal is: just do it.

3. Self Confidence

For someone to feel comfortable buying from you, you need to project confidence. A salesperson who fumbles around and isn't sure what they're saying makes prospects question whether or not you're competent.

A lot of confidence comes from experience.

But why is this? And what if you don't have experience?

If you have experience, you'll have product knowledge, industry knowledge, knowledge of your customer's goals and challenges, and knowledge of your competitor's strengths and weaknesses.

If you don't have experience, now's the time to start learning.

Think about it this way: in school, if you don't study for an important exam, you'll be shaking as you walk into the exam room. Study, and you'll walk in beaming with confidence.

Knowledge is a gateway to confidence. And in sales, confidence is contagious; if you're knowledgeable and communicate with confidence your prospect will feel confident working with you.

4. Optimism

Upbeat salespeople are more likely to close. People want to buy from those who are positive. Optimism will help you to persevere because in sales you'll hear no far more often than yes.

What you think about affects how you feel. If you're struggling to stay positive, do some inner digging. Most of our thoughts happen on autopilot, but taking control of those thoughts is powerful.

Also, consider taking five minutes each day to write what you're grateful for; it will positively shape your mindset for the rest of the day.

5. Time Management

The average salesperson spends just [34% of their time](#) selling.

As a salesperson you've likely got a long to-do list, so managing your time to ensure it isn't wasted is extremely important. Also, your prospect or client is likely as busy, or busier than you are. Show that you value the relationship by valuing their time and schedule.

Consider using automated software, analytics, and other tools to maximize your time. Know exactly what you want to discuss on your calls. Doing so will increase your productivity.

Here are some tips to improve your time management skills:

1. **Use a calendar.** While events and meetings will inevitably end up on your calendar, blocking out unstructured time can help you get more done. This can include sending emails, calling clients, doing research, and even exercising.
2. **Say "no" when you need to.** Having too much on your plate will make you less effective overall. Say no to as many activities as possible that don't align with your sales goals.
3. **Start your day with a plan.** Either the night before or at the start of your day, determine what you need to accomplish and create a plan for when and how you'll fit it all in.
4. **Remove distractions.** Phone calls, interruptions, and mindless scrolling can all slow down your productivity. Close the door to your office, put on headphones, and silence your devices to help you get more done.

6. Storytelling

Features and benefits are important in sales, but storytelling is just as valuable... Storytelling creates emotion, and people buy emotion.

Storytelling:

1. Appeals to both emotions and logic
2. Helps prospects visualize your product at work
3. Increases the odds of a prospect deciding to act

When storytelling, make sure to [focus on the following](#):

1. Keep your story simple
2. Answer the question: "Why does this product exist?"
3. Have a clear beginning, middle, and end to each story. For instance, what was another customer's life like before your product, what led them to decide to buy your product, and what was the result?

Finally, studies show that people retain [65 to 70 percent of information shared through stories](#) while only 5 to 10 percent of information is retained through dry presentation of data and statistics.

Consider storytelling a sales communication 101 skill.

7. Buyer Research

Personalization and accuracy are key to sales. When you know who your prospect is, the trends in their market, and other potential solutions to their problems, you'll be able to craft the most appropriate pitch.

Using your CRM and analysis tools, begin researching.

Also, when you can show you understand the individual you're talking to, and not just his or her company, you'll be better able to form a long-term connection. When a prospect feels like he or she shares something in common with you, they are far more likely to take you seriously.

8. Asking Questions

Asking questions is one of the best ways to connect with your prospects, uncover their needs and desires, and demonstrate your own expertise.

Listen carefully to their answers, and ask thoughtful questions to follow up. The first response a prospect gives is usually just the tip of the iceberg. It's important to keep digging for more information, especially with more complex topics. It's not that prospects are intentionally concealing information, it just may take some back and forth before you can be confident that you clearly understand their full thoughts.

A good rule of thumb is to aim for 80/20 them talking vs. you talking. Later in the sales process, you'll have to do a good portion of the talking, but it's always important to ask high-quality questions and be a good listener.

Whenever possible ask open-ended questions as this will help your prospects engage and share better information. From there, ask follow-up questions to dig in for more details. Here are some examples of open-ended questions you can ask during an initial sales call:

- Can you tell me about your business and how we might be able to help?
- Who are your customers, and where do they come from?
- What are your desired outcomes with this project?

If you need more ideas, [HubSpot](#) has a great [list of sales questions](#) you can reference.

9. Comfort With Technology

Sales uses technology of all kinds, going well beyond CRMs. Most sales tech falls into various categories, including:

- Data networks
- Sales enablement or engagement
- Buyer enablement
- Performance management
- CRM software
- Communication

- and more

While it's unreasonable to expect every salesperson to know every tool, a familiarity with technology and the ability to learn new tools quickly is a must. If you've grown up in the digital age, this shouldn't be too challenging.

When you're presented with a new technology, be curious and tinker with it. This will help you begin to understand its full potential. Don't expect powerful, feature-rich technologies to make perfect sense right out of the box.

You have to be willing to commit your time to learning how to get the most out of each piece of technology, especially your CRM. This isn't time wasted; it's guaranteeing your return on investment.

10. Collaboration

There are a [variety of sales jobs](#), including:

- Account manager
- Sales development representative
- Business development representative
- Outside sales representative
- Sales support representative

All these roles work together to push prospects down the sales funnel. Being a team player who's generous with resources means your entire sales team will perform their best.

Also, sales itself is inherently collaborative. You're constantly working with prospects and clients to ensure their needs are being met. Learning how to set boundaries, while also being responsive and collaborative, will serve you well.

11. Deep Product Expertise

To create the best and most convincing pitch possible, you need to know your product better than anyone else. This includes features, benefits, developments, and even its weaknesses. You also need to understand how those qualities can directly improve the lives of your prospects.

Effectively communicating this knowledge will show clients that you're an expert. People trust experts, so this [builds their confidence](#).

Here are some qualities to know well:

1. History of company or product
2. Models or styles available
3. Pricing
4. Competition and your competitive advantage
5. How best to use the product

It's also valuable to know what your product won't do or who won't benefit from using it. Sharing this information helps qualify customers who really shouldn't be talking to you in the first place (and won't end up buying anyway). Being honest about this also builds trust and rapport while qualified customers (who will benefit from the product) hone in on exactly why they are a good fit.

12. Communicate With Clarity

While you should have a deep understanding of your product and its benefits, your customers are still in the learning process. It's your job as a salesperson to explain how your product can solve their problems and alleviate their concerns.

Do your best to communicate clearly and simply. Don't make assumptions about what your prospect already knows. Start from the beginning, break everything down, go slowly, and be receptive to any questions they may have.

This way, your potential customer will gain a detailed understanding of the benefits and solutions your product would provide.

13. Active Listening

Listening comes at different levels, the most advanced of which is [active listening](#). In a nutshell, active listening means listening to hear what another person is saying without the intent to make your own point. You want to be attentive, empathetic, and fully engaged.

To practice active listening:

1. Don't let your mind wander. Focus on what the other person is saying.

2. Avoid redirecting the conversation. Let the other person guide the discussion (of course, you'll want to keep the conversation on track).
3. Don't think about what you'll say next. Let it come naturally and instead focus on the other person while they're talking.
4. Maintain eye contact, lean in, relax, and don't yawn or fidget.
5. Avoid interruptions, even excited or empathetic ones. Let the other person finish.

For phone calls, you can show that you're listening by making use of softening statements.

These are statements made after the prospect says something or asks you a question. They show the prospect that you're listening and help build rapport. Examples are: "good question" or "I'm glad you asked that" or confirmation statements like "exactly" or "absolutely."

By actively using these techniques, you'll avoid missing crucial cues or bits of information. They'll also help you build a relationship and prove you care about your clients' needs.

14. Social Media Savvy

In this increasingly social age, social media is a business tool. Knowing your way around platforms like LinkedIn, Instagram, and Twitter will help generate business and conversion.

Consider building a [personal brand](#) across different socials that's relatable and emphasizes your expertise. It's a great way to build your network, land features, and increase your authority.

If your (positive) reputation precedes you, it can help close potential clients and even generate new prospects.

In terms of social selling, note that 47% of salespeople are able to fill their pipeline without using social selling. [That number jumps to 65% for those who deploy social selling.](#)

15. Resilience and Grit

Sales is a notoriously hard career path. Developing grit and resilience is essential to any salesperson's long-term success. [According to Hubspot](#), 48% of salespeople never bother to follow up, but 60% of clients say yes only after having said no four times. Learn to see every "no" you hear as one step closer to a "yes."

16. Negotiation

Negotiation is a crucial skill to learn if you're going to be effective in sales. Chris Voss, perhaps the most famous negotiator and author of "Never Split the Difference," outlines two types of negotiation:

1. **Distributive negotiation:** in this case, both parties believe they'll either win or lose, and that they must take it all to win. An example is haggling with a car dealer.
2. **Integrative negotiation:** in this scenario, both sides feel they can reach a mutually beneficial solution. All parties believe they can add value for the other and that everyone can walk away happy.

Unless you're a real estate agent or car dealer, you're likely engaging in integrative negotiation. Study this type of negotiation and learn how to incorporate it into your sales skill set.

17. Trainable and Coachable

Lots of sales reps see sales training as a waste of time. However, statistics say otherwise. Companies with dynamic coaching programs achieve [28 percent higher win rates](#).

Sales is a skill that can be improved with time and coaching. No matter how experienced or effective you are as a sales rep, you'll always benefit from discussing techniques and strategies with your peers. It's critical that salespeople stay receptive to feedback from others and are willing to learn.

18. Adaptable

Customer demographics, tools, and engagement channels constantly change. To succeed in sales you must be able to adapt to new tools and practices.

Further, your industry is always evolving and markets are constantly changing. Some competitors get worse, others get better, and new ones can pop up overnight. You must be able to shift your approach.

[Adaptability is made up of two components:](#) versatility and flexibility. The former means you're able to adapt, and the latter means you're willing to change when the circumstances call for it.

19. Composure

Successful sales reps are both enthusiastic and composed. Composure helps make other people feel more comfortable, which is very important when it comes to sales. It communicates that the rep knows what they're doing, which instills confidence. Composure also helps the rep to deliver a pitch that is concise and easy to follow.

Composure is different from self-confidence; you can be confident in yourself without remaining composed. Composure comes from having a well-rehearsed, established sales process that, with experience, becomes second nature. Comparatively, if you decide to "wing it" every day it can be a lot harder to remain composed when meeting with a prospect.

20. Presentation Skills

Sales presentations and demos not only demonstrate your command of what you're selling, but they foster trust. Being engaging, clear, and articulate will help you better sell to prospects.

There are [many different techniques](#) for mastering a sales presentation, but here are some highlights:

1. **Send your presentation to the prospect before your call.** This allows them to review the material and come prepared with meaningful questions.
2. **Focus on their problem more than your solution.** This gives prospects a feeling that you understand them and positions you to better pitch your solution when the time comes.
3. **Leave the price for last.** Many times, a prospect will want to talk about price early on in the call. Instead, try and leave this to the end. You can say something to them like *"Let's go over the details first so that we're both on the same page about your needs, then go over pricing. This way, we can be sure the price accurately reflects your needs. Does that work for you?"*

21. Understanding Human Psychology

The best marketing minds have a strong understanding of psychology. They learn what makes people tick. This is very effective because sales are usually based on how the prospect feels emotionally about the offer rather than objective facts.

A good example of this is through something called the "[Pendulum Theory](#)".

As many great salespeople know, pushing a prospect to buy just makes them push back harder. When this happens, no one makes any progress.

So instead of pushing them in the direction you want them to go, try pulling them away from it and then letting go. Suddenly, your discussion will become a dance. Like a pendulum, your prospects will swing back the other way toward the direction you want them to go.

This especially works with cold prospects who aren't giving you positive signs on a sales call. Send them a polite but negative comment such as "Correct me if I'm wrong but it doesn't seem like you think you'd benefit from this product at all." Their instinctive reaction will be to push back with a positive statement. This may also help uncover a concern of theirs that's leading to their demeanor and otherwise wouldn't have surfaced. For instance, they'll respond by telling you "Well I think the product is incredible but I'm just worried about the durability."

Now you're making progress and can handle that objection accordingly.

22. Empathy

If you've ever encountered a sleazy salesperson after your money, you know how unpleasant that experience can be. The best salespeople out there are selling because they genuinely want to solve a prospect's problem.

While you should feel excited about and proud of your solution, your reason for pitching is buyer-centric. Don't just understand this; truly take it to heart. Empathy is contagious and the more your prospects see that you care about their outcome, the more honest and transparent they'll be with you.

23. Value Downtime

A fairly common theme among successful people in all fields is not just that they work hard, but they also switch off sometimes.

It is very important to slow down and recharge the batteries both physically and mentally. It's also important to spend valuable time with family and other people we care about.

A salesperson who is refreshed is going to be far better prepared than somebody who isn't. It might seem counterintuitive, but pushing yourself constantly is only going to make you less successful in the long term.

The risk of burnout is real. Always take time to [sharpen the saw](#).

24. Organized

Sales professionals undertake many tasks and staying on top of them can be challenging. Staying organized is the only way you'll be able to get it all done.

Some of the [many tasks](#) include:

- Market research
- Negotiation with prospects
- Monitoring competitors
- Prepare strategies and action plans
- Lead generation and qualification
- Develop client referrals
- Follow up with prospects
- Ensure happy clients and positive relationships

Develop systems for managing these tasks. If you try to commit everything to memory or just try to wing it, tasks will fall through the cracks. In sales this means money falls through the cracks.

25. Public Speaking

Remember those sales demos and pitches we talked about? In line with presentation skills is public speaking. A crucial sales skill, public speaking doesn't always come naturally.

Here are some [tips for improving your public speaking](#):

1. **Talk slower.** Many people get nervous and talk quickly, making it difficult for your audience to take it all in.
2. **Stop fidgeting.** When we get anxious, our body can start doing nervous ticks, including tapping our feet, wringing our hands, or swaying back and forth. Monitor your body language and be as natural as possible.
3. **Maintain eye contact.** While it's tempting to look at the presentation or your feet, remember to look out at your audience. This conveys confidence.
4. **Rehearse and then rehearse again.** You can never over-practice. Come demo day, your presentation should be second nature.
5. **Practice while distracted.** If you can nail a presentation when the TV is on or while you're cleaning the house, then you can do it while focused on your audience on the actual day.

26. Post-Sale Skills

In many cases, getting the deal is not the end of the process. Maintaining the relationship can often lead to more sales in the future.

To help encourage further sales, make maintaining a good relationship with your customers a priority. If you're only around when you're trying to sell something, the customer will sense that your relationship is not authentic.

That's why it's a good idea to keep in touch, even after a close. When the time comes, your customer will then be more likely to agree to another deal.

A simple way to accomplish this is by checking in with customers after you've sold something to get feedback, see if they have issues, etc. Sales reps in b2b don't do this nearly enough but it's like a cheat code for those who do, and customers love it.

27. Growth Mindset

Successful sales reps learn from their mistakes and are receptive to feedback. This is called a growth mindset. Sales is a skill that takes time to develop, so go into it expecting to learn and grow.

28. Closing the Deal

While it's typically sales leaders and more senior teammates who close, this is a skill anyone in the sales cycle should work on. [Closing a sale](#) means:

1. **Getting expectations aligned.** This includes asking questions about your prospect's budget, timeline, and more to ensure they can buy into your product.
2. **Pitching a solution.** Rather than focusing on your product, focus on your prospect's problem and how you can solve it.
3. **Respond well to a potential client's concerns.** Listen to what your buyer has to say, don't argue over objections, and be sure to respond calmly and reasonably.
4. **Convey reasonable urgency.** Urgency, whether involving time or money, helps push a deal along.
5. **Final steps.** This includes finishing paperwork and offering your new client resources, so they can get the most out of your product.

29. Customer Service

Closing a sale can feel like crossing the finish line, but for the customer, the journey is just beginning. Try to provide A+ customer service to your clients, as it's the best way to cultivate client referrals, loyal customers, and repeat business.

30. Conflict Management

Sales are full of rejections, complaints, and conflict. While unpleasant, as a sales professional it's your job to handle these swiftly and politely. Your goal is to keep your client happy.

There are [five different conflict management approaches](#), including:

1. Accommodating
2. Compromising
3. Avoiding
4. Competing
5. Collaborating

When handling conflict, remember to focus on the facts, give everyone a chance to voice concerns, be empathetic rather than confrontational, and maintain focus on the client. If conflicts go as far as stepping on common ethical practices, you can use your organization's [whistleblowing systems](#) to anonymously raise these concerns.

Conclusion

Sales is notoriously difficult, but it can also be extremely rewarding. If you thrive under pressure, enjoy hitting targets, and communicate well with others, you might find sales is a perfect fit. Practice getting better at these 30 critical sales skills, and you'll be well on your way toward a successful career in sales.