

# How to improve your sales pitch

by Expressions

## ANOTHER APPROACH

Sales managers invest hours teaching their sales team the latest skills. Key performance metrics are discussed, agreed upon, and tracked. The sales team commits to a higher level of activity and results. Three months in, the enthusiasm for prospecting fades. Or, in some cases, enthusiasm and sales activity remain high, but prospecting results are low. What do sales manager do?

It's time to look at another approach to improve your team's prospecting skills and sales results. That approach includes teaching the Emotional Intelligence skills required for effective prospecting. The integration of hard-selling skills and soft skills dramatically improves sales results. Here are three to get you started.

### 1 DELAYED GRATIFICATION

This is the ability to put in the work to earn the reward. Salespeople that have not developed this emotional-intelligence skill get frustrated easily if sales results don't happen quickly. Lack of the ability to delay gratification also affects a salesperson's ability to manage his or her time effectively.

Salespeople with delayed-gratification skills exhibit the opposite selling behaviors. They invest time in identifying buying influences in each opportunity. They create thoughtful questions and value propositions to avoid generic, one-size-fits-all sales conversations when they do connect with a prospect.

### 3 EMOTIONAL SELF-AWARENESS & REALITY TESTING

These two soft skills are important because successful salespeople need to constantly examine what's working or not working in their business-development process. Emotional self-awareness is the ability to "know thyself." Reality testing is the ability to ask yourself the truth-telling questions, such as, "What's really going on here?" This combination of skills eliminates excuses and creates higher ownership of sales outcomes.

Sales managers - if you want to accelerate your sales team's prospecting results, teach both the hard-selling skills and emotional-intelligence skills. This winning combination eliminates empty sales pipelines and cyclical sales results.

**Soft skills do produce hard-sales results.**

### 2 EMPATHY

This is a critical emotional-intelligence skill needed for success in prospecting and often is overlooked in sales.

The salesperson finally connects with the elusive prospect, but his or her elevator pitch doesn't create interest or further the sales conversation. Why? Because the salesperson's elevator pitch didn't create an emotional connection with the prospect.

Is your team creating an emotional connection or an emotional disconnect with prospects? A well-crafted value proposition describes problems your product or service solves. That description creates an emotional connection and elevates the sales conversation.

An emotional disconnect happens with prospects because salespeople become self-focused, not other-focused, because this type of elevator pitch is given from the salesperson's shoes, not the prospect's.

**Empathy changes the sales conversation and, as a result, sales outcomes.**

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