

#BusinessSkillsHour

Sales Mindset

- Richard Maun



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RESOURCE GUIDE

About Richard

Richard Maun is an international executive development specialist, with over 20 years of organisational experience. He has senior level management experience, published six business and career books and has developed large and small organisations.

His approach combines Transactional Analysis and Lean Thinking with his broad knowledge of business excellence.

Richard also has Recognised Teacher status at Cranfield University, where he teaches business skills to MSc and Doctoral students.

He also hosts the weekly Business Life show on Future Radio.



Richard Maun

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3 Top Tips

1 Think of sales as an invitation

Invite people to share what their issues are and invite them to make a choice. Give them time to make the choice

2 Think about the 7 touches before they make a decision

People need at least 7 touches or contact before they will make a decision about your product/service. After you meet with someone follow up with an email, a tweet etc. For example...."It was nice to see you at the networking event....."

3 Remember to network

Sales is about networking. When you meet people in different situations explain what you do. They themselves or someone they know may be interested in your product/service. If you are invited to events you never know who you may have the chance to meet.

Contact

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