



CUSTOMER CENTRIC SALES AND MARKETING

10 TRAITS OF SUCCESSFUL SALESPEOPLE

- ✓ They care about the customer's interest
- ✓ They are confident about their product
- ✓ They provide insight
- ✓ They are focused
- ✓ They are honest
- ✓ They are persistent
- ✓ They are multi-taskers
- ✓ They are optimistic
- ✓ They are relationship builders
- ✓ They are resilient

-Forbes.com (2020)

THE WAY TO GO

SALES THROUGH CARE

Companies that put the customer at the heart of their organization are experiencing an increase in customer lifetime value and a reduction in churn.

Customer centric is a way of doing business with your customer in a way that provides an indelible, all-round customer experience. Not only does it bring you the sale, but it also drives post-sale repeat business and feeds customer loyalty and profits. Customer centricity is an approach that's based on putting your customer first, and at the core of your business.

Forbes Magazine reports that 63% of salespeople's time is spent at building the relations and only 37% on putting deals together and executing the sale. Hence companies should train sales teams to prioritize customer happiness and satisfaction, to anticipate and meet their needs, and to deliver the answers they're looking for (even if they haven't asked a question yet).

'Customers who love you will market you more powerfully than you can possibly market yourself'



"Great salespeople never look like they are selling anything. They are educating, instilling faith and confidence. They are quietly and invisibly demonstrating why customers should believe in them and, in turn, buy from them."

– Mark Stevens, CEO of Almost Science

"In today's marketplace, most customers are much better informed and educated before reaching out to a vendor. Simply providing specs and product data isn't enough. A sales professional with a consultative mindset identifies customer needs and seeks to tailor custom solutions that fit those needs."

– Rudy Jogerst, digital marketing manager at Janek Performance Group

THE TRUSTED ADVISOR DEVELOP PROGRAMME

Contact Peritum now to learn more about our Trusted Advisor Development Programme. A Learning Journey for Equipment Marketers, custom-made to strengthen the capability of your equipment, sales, and marketing teams. Turn salesmen into trusted advisors that manages customer portfolios.

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