

Moving through the sales process as an introvert

Stepping way outside of your comfort zone to close deals.

Introverts, we're speaking directly to you. Kevin is a self-declared introvert but still closes deals and is a pretty incredible salesperson.

When Kevin came into sales as an introvert he learned the techniques he needed to have conversations on sales calls.

Instead of focusing on closing deals, he explains how to build relationships by having real conversations, asking all the questions to learn about their problems, and providing solutions.

Kevin tries to dispel some myths about introverts for Donnie:

1. Introverts don't like people. We just like people in doses.
2. Introverts don't like to take risks. We are willing to take the risk, but we have taken all the steps to mitigate it. Think of us as safety officers.
3. Introverts and extroverts don't get along. Opposite attracts in this situation!

How can introverts get more sales and close more deals?

- Learn the sales process/flow to run a sales call.
- Always ask questions to gain more information about the client's needs.
- Understand who you are selling to and what their personality is.

Sales is a performance. You have to understand what your audience is expecting and how they are going to consume information from you.

We're data-driven and love to look at the data to see what information is causing issues, and to find solutions.

While cold outreach and door knocking are a fear, they are more like a waste of time for us. Ideally, we'd like to make more cold calls, but remember, we need a script! In order for a potential client to say yes to your call, we need to be courageous to make that request.

In sales, small talk is important, but not so much for introverts. We find it just doesn't serve a purpose or keep our minds active. We can't access any useful content or data from small talk.

Small talk should be minimized, but used to help you get to know your clients better, to understand what they are going through, and to build a relationship that isn't business related to move into business sooner.

Let's start with the basics. Get rid of old sales master training modules from your library of sales training. They have all been designed around a sales zone that does not work for us. Instead, try [Solutions Selling](#). This is the book that helped Kevin in his big sales transition. It's all about getting to the problem and the collaboration to design a solution that fits your clients needs and not just sell features.

Takeaway: Don't worry about the yes or no at the end of the sales call. Instead focus on the next steps in the process and how you can advance the relationship.

Got questions? We've got answers. Feel free to reach out, we'd love to hear from you! Email us at: membersuccess@successchampionnetworking.com