



*Building Experts in the Art & Science of Sales!*

# *The 5 Pillars of Success!*

[www.smc-salesdev.com](http://www.smc-salesdev.com)

# Agenda

1. The Five Pillars of Success
2. Knowledge Overview
  - a) Product
  - b) Market
  - c) Competitors
  - d) Customers
3. Abilities Overview
  - a) Typical Sales Abilities
4. Desire
5. Skills
  - a) The Sales Cycle
6. Belief Overview
  - a) The Belief Cycle
  - b) The Key to Mastering Self Belief!
7. Company Overview
  - a) Vision, Mission, Values
  - b) About SMC Ltd
  - c) Areas of Expertise
  - d) Our Promise
  - e) About the Author

# 1. The Five Pillars of Success

**Knowledge**

**Abilities**

**Desire**

**Skills**

**Beliefs**



## 2. Knowledge

When we use the term „Knowledge“ within a sales context we are talking about an understanding of your Product, Market, Competitors & Customers!



## 2a. Knowledge - Product

- What is the Unique Selling Point (USP) of your product, solution or service?
- What business related problems does it resolve?
- What are the main features of your product?
- What advantages do these features bring to your customers?
- What are the benefits of the advantages to your customers?





# 2b. Knowledge - Market

- Which market is best suited for your Product?
  - Country
  - Industry
  - Size of Organisation
  - Type of Organisation
- Where is the greatest need for your Product?
- Which markets are going to be the most lucrative?
- Which markets are going to have the shortest sales cycles?



## 2c. Knowledge - Competitors



- Who are your biggest competitors?
- How does your solution differ from that of your competitors?
  - Features
  - Costs
  - Value Added Services
  - Brand/Reputation
  - Size, Capabilities, Capabilities
- What is the cost for your customers to resolve the problem themselves?

# 2d. Knowledge - Customers



- What is the ideal customer profile?
  - Location
  - Size
  - Industry
- Which customers benefit the most from your product?
  - Why
- Which customers are most likely to buy your product?
  - Why?
- What are the barriers to entry in regards targeting other customer segments?
  - Why?



# 3. Abilities

When we use the term „Abilities“ within a sales context we are talking about your raw talents, characteristics and/or personality traits which are the fundamental requirements to be converted into skills.

## ABILITIES



WRITE



DRAW



COOK



RUN



JUMP



CLIMB TREES



SING



DANCE



ATE



ROLLERSKATE



SWIM



RIDE  
A BIKE



RIDE A  
MOTORBIKE

# 3a. Typical Sales Abilities

---

- Well Spoken / Professional / Articulate
- Polite / Assertive
- Good Telephone Manner / Presentable
- Resilient / Perseverant
- Hard Working / Quick Learner
- Self-Motivated / Target Driven
- Competitive / Financially Motivated
- Innovative / Dynamic Thinker
- Energetic / Passionate
- Extroverted / Out-Going
- Organised / Structured
- Customer Centric / Honest / Reliable



## 4. Desire

“How badly  
do you want  
to be  
successful!”



# 5. Skills

When we use the term „Skills“ within a sales context we are either talking about the art of consultative solution selling or hard selling techniques.



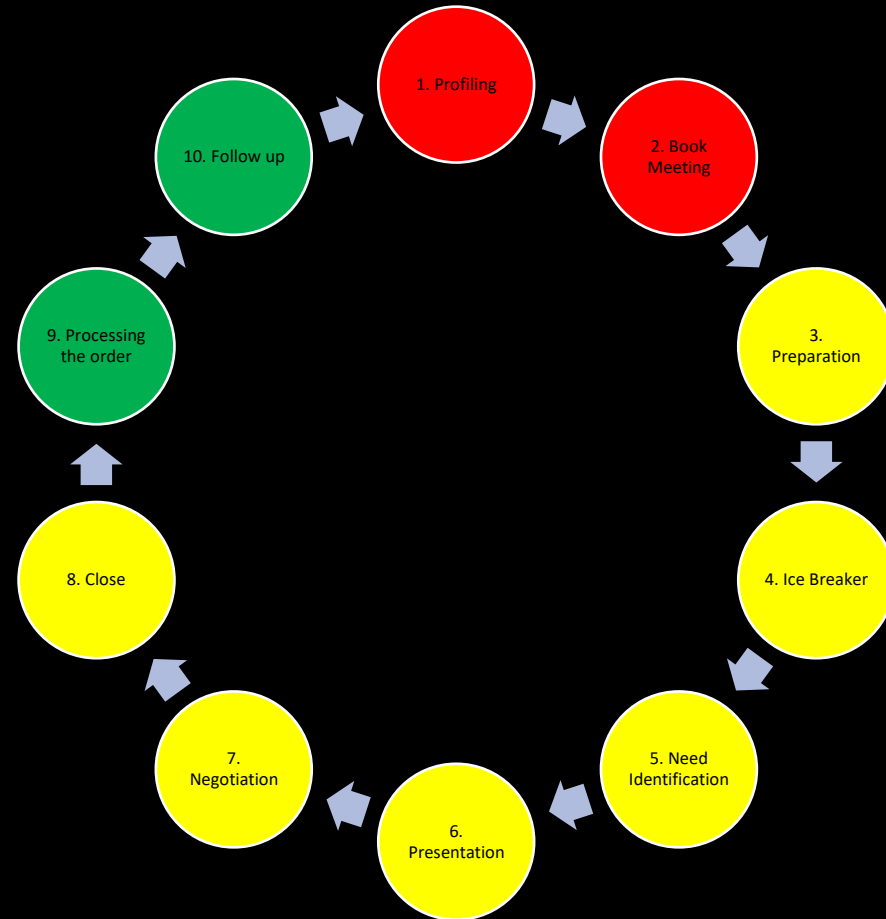


# 5a. The Sales Cycle

The sales cycle is broken down into 3 main parts which can be identified by the colour coding below in the diagram.

The 3 parts are as follows:

- **Pre-Sale (aka Marketing)**
- **Sales**
- **After-Sales (aka Customer Services or Account Management)**



# 6. Belief

---

- Before you can truly be successful in Sales you first have to believe that you can actually do it!
- Sales is 80% Belief and 20% Skills!
- The brain is a muscle, and this means that just like any other muscle it can be trained.
- The key to achieving self-belief is by consistently having a positive mental attitude.

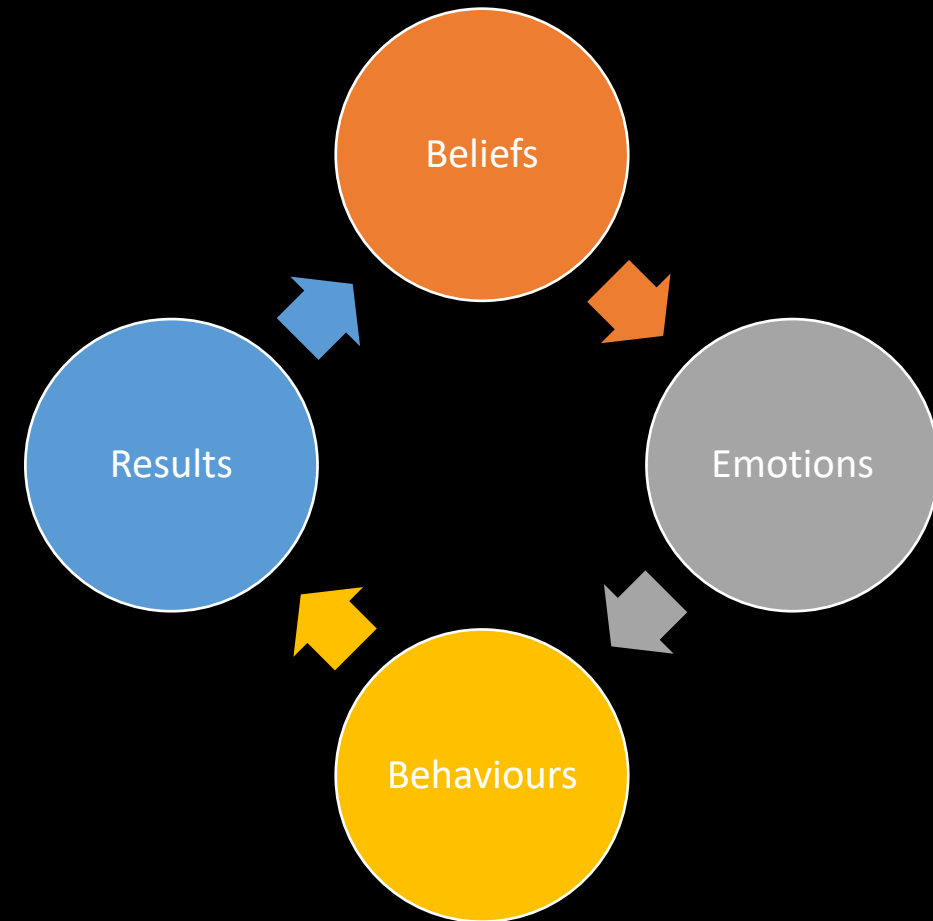
IF YOU  
**BELIEVE IT**  
YOU CAN  
**ACHIEVE IT**

# 6a. The Belief Cycle

The belief cycle states the following:

1. Your Beliefs affects your Emotions
2. Your Emotions dictates your Behaviours
3. Your Behaviours impact your Results
4. Your Results reinforce your Beliefs

The goal is to break all the negative belief cycles within your life and reinforce the positive ones!



# 6b. The Key to Mastering Self Belief!

We can hypnotize our brain to constantly maintain a Positive Mental Attitude!

The way to do this is by controlling the input which influences your thoughts.

## Major Influencers of our Thoughts:

- Media – Books, Music, TV, Radio
- People – Friends, Family, Colleagues
- Environment – Weather, Ambience, Living Conditions, Job
- Health – Diet, Sports, Work-Life Balance





*Master control  
over your  
thoughts  
and you will  
achieve your  
heart's desires!*





*Building Experts in the Art & Science of Sales!*

# *7. Company Overview*

[www.smc-salesdev.com](http://www.smc-salesdev.com)

We are  
Passionate  
about Sales!

---

Beliefs - At SMC we believe that sales is all about helping people, so the goal of every organization should be to sell a great customer experience.

---

Mission - Our mission is to empower our clients to develop and sustain winning sales teams.

---

Vision - Our vision is greatly enhanced profitability for all our clients.



## 7b. About SMC Ltd

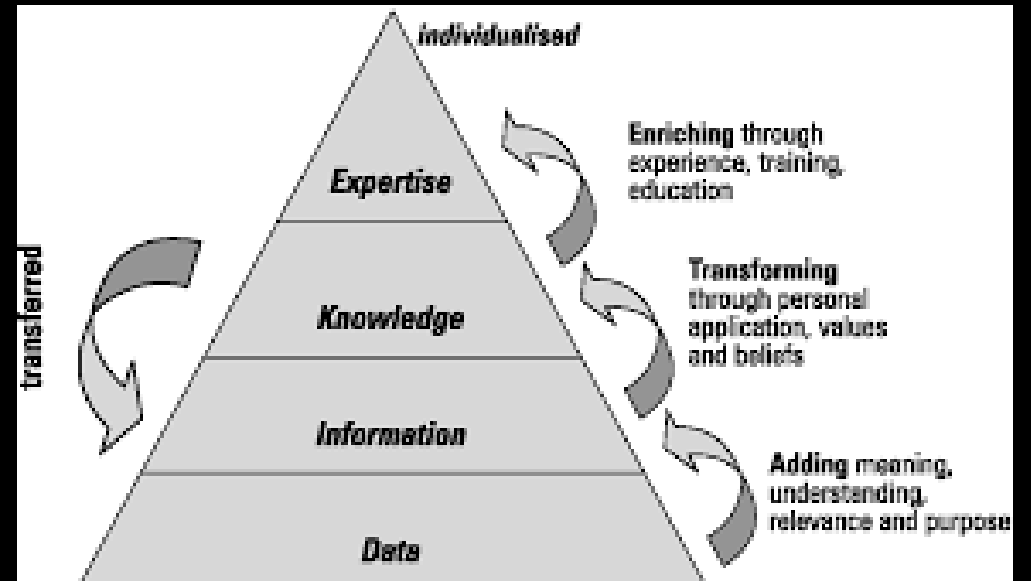
---

- SMC Ltd is a Sales Development Organisation.
- We specialise in the Building & Development of High Performing, Multicultural Sales Teams & Sustainable Organisational Systems!
- Working with SaaS Start-ups and SME's, we build tailor-made sales (including pre-sales & after-sales) teams and organisational systems for our customers.



# 7c. Area of Expertise

<b>Team Building</b> Recruitment to On-Boarding	<b>Team Development</b> Process Optimisation to Staff Development Systems
<b>Performance Optimisation</b> Team Structure to Performance Management Systems	<b>Sales Training</b> Product, Tools & Techniques, Motivational Training
<b>Sales Enablement</b> Streamlining Marketing, Sales & Customer Services Activities to Optimise Sales Operations	<b>GTM Strategic Planning &amp; Implementation</b>





Guaranteed Return on Investment within a  
3-month period!



## Leon J. Whyte – Chief Sales Officer Service Management Consultancy Ltd

I am an instinctive and seasoned professional with substantial experience directing and streamlining business activities with a focus on improving corporate revenue and profit margins.

I am adept at driving operations, client development and retention as well as identifying and developing sound business solutions to consistently transform business and improve profitability. I am a versatile and proven leader with remarkable efficiency in building, leading, training, and motivating cross-functional teams. I am skilled in developing and implementing strategic process improvement initiatives, establishing strategic plans, and introducing change to organisational procedures.

Connect with me today to find out how I'll make your mission my mission, to help bring ALL of your Business Objectives into focus!

### Website:

- [www.smc-salesdev.com](http://www.smc-salesdev.com)

### LinkedIn:

- <https://www.linkedin.com/company/service-management-consultancy-ltd/?viewAsMember=true>

### Facebook:

- <https://www.facebook.com/smclimited>

### Email:

- [info@smc-salesdev.com](mailto:info@smc-salesdev.com)