



SALES SYMPHONY  
COMPOSING SALES LEGACIES



HOW TO SUSTAIN A  
**SUCCESSFUL**  
SALES JOURNEY

BY  
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SALES SYMPHONY

# Preface

Before we begin, let us define what a **successful sales journey** is.

A lot of people may have a construed idea that being successful in sales means mainly closing a lot of deals and making a lot of money. No doubt. Sales values are the most tangible measurement of success. However, that should not be the ONLY outcome to dictate success.

This eBook aims to give a holistic view of sales success so that you will be able to sustain in your sales journey, regardless of which phase you are at now.

A truly successful sales experience provides financial fulfilment, joy, meaningful relationships and significant legacies.

I hope that my sharing based on my personal journey of more than a quarter century, will benefit your career immensely.

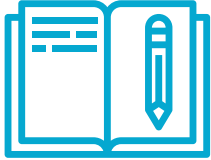


SALES SYMPHONY



# 1. LOVE

The Profession | The People | The Product | The Process



# 2. LEARN

With Purpose | With Humility | With Application



# 3. SERVE

With Love | With Professionalism | With Ethics



# 4. CONTRIBUTE

To Company | To Customer | To Family



# 5. CELEBRATE

Win & Loss



SALES SYMPHONY

1 | LOVE



The Profession | The People | The Product | The Process

# 1.1 The Profession

A very fundamental question a sales professional needs to ask himself/herself is:

## **Why do I choose the sales profession?**

Whether it was a deliberate choice that we had made or if this had been a career that we chanced upon due to circumstances, if this is the profession that we have decided to embark on, then we must love what we are doing.

Just like loving someone in a relationship, our sales profession requires commitment. There are moments of ups and downs. However, if we know the rhythm of sales, we can accept and adapt according to the seasons.

Sales profession is one of high calling. We represent the product and services of our company.

We are the bridge between the inventor and creator of the products/ services to introduce them into the marketplace to benefit our target customers. We are called to meet customers' needs in order to be rewarded with the order.

Every deal that we close is not only a demonstration of our ability, but also a higher duty to bring in the revenue to support the family and operation teams such as Finance, Human Resource, Production, Management and other key roles behind the scene.

As such, we need to love our profession which forms the fundamental basis to overcome challenges when the going gets tough.

*Your work is going to fill a large part of your life, and the only way to be truly satisfied is to do what you believe is great work. And the only way to do great work is to **LOVE WHAT YOU DO.***

**Steve Jobs**

*Success is no accident. It is hard work, perseverance, learning, studying, sacrifice and most of all, **LOVE OF WHAT YOU ARE DOING.***

**Pelé**

**LOVE**  
*bears all things, believes all things,  
hopes all things, endures all things.*

**LOVE NEVER FAILS.**

**1 Corinthians 13:7**

*Let all that you do be done in **LOVE.***

**1 Corinthians 16:14**



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# 1.2 The People

No man is an island. Sales personnel cannot function alone. There are many parties involved in the entire sales process. These can include the partners, suppliers, colleagues from order processing, finance, marketing and others. Last but not least, the customer is of utmost importance.

## **Do you love the people you work with?**

When we love the people we work with, those who support and enable us to do our job more efficiently and those whom we serve, we become more understanding, empathetic and even sacrificial, to perform beyond the call of duty to meet urgent or challenging requirements. It is during such trying occasions that our co-workers and customers witness our extent of love and service level to them.

Loving our internal team means understanding their processes, resource challenges and assisting them by negotiating a reasonable timeline and price point for our customers on their behalf.

Loving our customers means sacrificing some of our personal time and capacity to help meet their deadline, negotiate a win-win pricing to support their budget or getting management buy-in to support the deal for a strategic win-win positioning.

At times, indebtedness and gratitude can see us a long way through our sales career when we love the people we work with, work for and serve. The support we garner can be exponential when they return many folds back to us because we have gone that extra mile to love and serve them.



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# 1.3 The Product

Even before we represent our company to promote a product or service to our clients, we must believe that the offering is of good quality and value to our customers.

**Are we selling your offerings as mere duty?**

**Or do we inject passion in your sales pitch?**

If we do not believe in the product and service offering, the possibility of having our customer aligned with our motivation will be low as we will lack the passion in delivering the value and quality of the product.

Belief and faith in our offerings are critical for us to project our confidence and assurance to our customers.

Thus, let the love of the right product be the strong foundation of our sales success because we hope our customers are not on a one-time transaction.

In fact, we should foster long term relationship with them. Once they experience the quality of service, the commitment and trust in us, they will be able to continuously trust in our sales values.

Thus, we should love what we sell to the customers we love, so that at the end of the journey, we build our sales house based on a strong foundation that can stand the test of time.

No matter how challenging our customers may be, they can sense our conviction and care for them in the long run. The conscious effort to ensure that their needs are taken care of will eventually pay off.



## 1.4 The Process

It may be a generalized statement that sales professionals are more people-oriented than process-oriented. Also, a large portion of sales personnel do not particularly like details.

Comparatively, most of us, sales personnel, may prefer to drink coffee and chat over lunch to build relationship with customers. We may prefer to attend networking events to grow new contacts and generate new sales leads, or make phone calls to the customers than to administer tedious paperwork.

Different organizations demand various paperwork from the sales professionals. The processes required may include putting up quotations, procurement forms and CRM reports. On the customer's end, there may be rigorous tender and procurement processes to adhere to if it is a complex corporate B2B sales.

Inevitably, paperwork can take up a lot of effort and time. Thus, how can we, who abhor administration requirements, overcome this mental phobia to be victorious against harsh reality?

One mental trick is to motivate ourselves that the more tenders we do, or the more entries we need to put into the CRM systems means that we are building up a healthy sales pipeline. Hence, when more of such work is required, potential of results yielded are higher. That is one of the sources of motivation to love, or at least tolerate, the abominable paperwork as part of the process to deal closure.

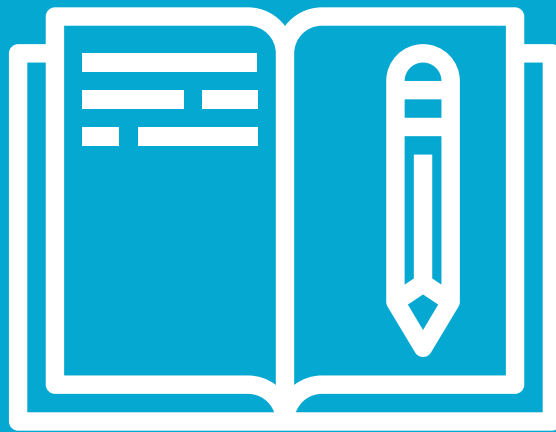
We should strive to love the sales processes required to achieve our sales success.

**How would we change our mindset?**



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## 2 | LEARN



With Purpose | With Humility | With Application

## 2.1 Learn with Purpose

Most sales personnel are expected to learn on the job (OJT). For the more fortunate ones, we may be assigned a mentor to guide us. If otherwise, we may rely on our trial and error erroneous approaches and hope for the best.

Learning must be purpose-driven. It is not about going through the mill without a mid to long term goals. Basic product knowledge to equip the sales personnel is essential for us to introduce the company's offering to the customer.

**But is that all we need?**

**What are the key objectives of learning?**

**Would that include learning to serve with integrity, with impressive customer service that will mean a lasting impression on the customer for recursive sales?**

**How can we build trusting relationships with co-workers and customers for joint success?**

The purpose of learning should be all encompassing, with product, service and solution knowledge as part of the hard skills. It also entails soft skills on communication, questioning techniques, personal branding and others with the purpose of enhancing overall customer service quality for long term partnership beyond transactional sales.

Learning to approach customers strategically to yield productive gains through referral sales with multiplier effect, positive customer relationships, and impressive customer testimonials should be the key driving forces for self-motivated purposeful learning.



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## 2.2 Learn with Humility

Positive learning attitude with humility is a major key to success. Successful businessmen like Bill Gates, Steve Jobs and Warren Buffett are keen readers and learners. Despite their knowledge, achievements and wealth, they still maintain a humble heart of learning from various sources.

With them as role models, we should keep an open mind to learn from other younger sales professionals who may be savvier in digital knowledge and new sales techniques. Likewise, to learn from more seasoned sales professionals of proven success methods or even from our own failures to perform better through avoiding similar pitfalls.

As the verse goes, “For those who exalt themselves will be humbled, and those who humble themselves will be exalted.”

Pride precedes downfall. Complacency can lead to stagnation and even deterioration.

While our competition continues to upgrade themselves in various aspects, our status quo will mean danger. Our meals may land themselves on competitors’ plates if we do not keep watch with a humble and vigilant heart of continuous learning of new skills, market movements and threats to maneuver successfully in this very dynamic marketplace.

Humility and alertness are our key defenses to counter any potential competitive attacks with a watchful eye, equipping ourselves well at all times.

**Would we be humble to learn from people from all ranks, including your competition?**



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## 2.3 Learn with Application

Are we in a state of reluctance when our corporation hasten us to sign up some sales or personal development courses to clock the training hours and to utilize the training budget?

For smaller companies, sales personnel may not have the luxury of attending courses for self-upgrading. If we are presented with such advantages and blessings, capitalize on them.

Be humble to learn from any training. Even the bad ones also present learning in the form of negative demonstration.

Learning but not applying nullifies the entire learning process. We need to keep an open mind. Training with a group of participants allows us to learn from one another's positive experience.

**How many courses have we attended?**

**How many tips have we actually internalized and instituted to improve our sales results?**

Many motivational speakers are hired to inspire the sales teams. Are these inspiring talks life changing because we allow them to transform us, or is it another hype session that ignites our passion to excel but lasts only as long as the speaker is on the podium?

Make a rational decision and resolution to apply acquired knowledge to move up the next value chain for greater success.

Learn. Apply. Improve. There is no shortcut to mastery of our trade and no secret to success.



SALES SYMPHONY

# 3 | SERVE



With Love | With Professionalism | With Ethics

## 3.1 Serve with Love

As mentioned in the earlier section, #1.2 Love The People, which includes loving the customers, some successful sales force may not necessarily love their customers. Their key driver and motivation may be recognition, awards, monetary rewards.

Chasing sales orders to meet corporate KPIs or ramping up business can be a very stressful expedition. So when we serve with love, we tug at heartstrings of our customers through our sincerity and joy in work.

The customers can feel it when we serve them with personal touch. Even if not all of them will reciprocate with appreciation, the 10% who do will make up for the 90% who do not.

As such, the relationship built with them will be deeper and lasting. They may also in turn recommend businesses to their contacts.

Overall, there is more to gain than to lose when we serve our customer with genuine love and with our heart. It drives a different level of purpose and motivation in our work with rewards beyond tangible measures. It can also be our unique competitive advantage and differentiator.

When customers move to another organization, the chances of them opening new doors for us are much greater as they trust that we put their interests first. This is the basis that we will deserve their continued support and purchase orders.

**How would we re-examine our serving attitude for greater success?**



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## 3.2 Serve with Professionalism

### **What are the distinct differences between ethics and professionalism?**

Ethics are based on moral principles of dos and don'ts that include honesty, fairness, equality and dignity whereas professionalism denotes on the traits, conduct or qualities that marks a profession or professional person. Ethics are usually stated in principles and part of the corporate code of conduct.

Professionalism is cultivated by the individual personally or guided by certain professional bodies or corporate guidelines, which may include presentation approaches, customer service quality level, dress code, product knowledge and conduct.

A successful sales journey stretches beyond transactional sales of putting personal instead of professional interest ahead.

Forcing a sales through without real need or recommending products not meeting the full requirements due to quota pressure may compromise professionalism.

Serving with professionalism will enhance our personal branding. Thus, we will command respect, raise the sales profession image and differentiate us against competition.

There is more gain than loss when we serve our customers professionally.



## 3.3 Serve with Ethics

Guard against short term gains by compromising on our ethics in any deal or transaction.

A sales person guided by ethics will be trusted. Regardless of the scale of the transaction, make it a personal principle to uphold integrity in all business dealings. Personal as well as corporate reputation are at stake when unethical practices are cracked down. Negative publicity in the media or marred personal track record would mean corporate or career suicide.

Walking on the righteous path may be challenging but it will pay off. The righteous will be protected. Do not let Lady Luck determine our professional fate with avoidable risks.

Let us not subject ourselves and our family, nor our customers and organization at risk with unethical practice.

We should strive to serve ethically so that our pride lies in integrity above lucrative monetary gains. May it be our personal conviction to hold moral grounds regardless of pressures from our environment and circumstances. We can move on to a new job but we will still carry our name and personal reputation with us a lifetime long.

*A good name is to be more desired than great wealth, favour is better than silver and gold.*

**Proverbs 22:1**

### **Is it worth exchanging long term gain with short term gratification?**

Consider this issue carefully.



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# 4 | CONTRIBUTE



To Company | To Customer | To Family

# 4.1 Contribute to Company

Whether we are employed as a sales professional or performing sales as a business owner, our sales contribution has direct impact to the company. Sales personnel are the lifeline of any organization. Without the contribution of sales professionals, no company can survive.

Why is that so? Sales personnel brings in the revenue to pay not just our own salary, but also that of all the company's expenses. These include utility and manpower cost of all non-sales functional roles such as administration, human resource, finance and other cost centres. Even if certain services are outsourced to third parties, these costs are also to be supported by the sales revenue.

As such, Sales Teams face enormous pressure to ensure the survival of the company as well as themselves for overall sustainability.

For that fundamental mandate of holding the fort to uphold the company's running costs, we should have immense sense of pride to motivate us in our job as a key contributor to drive revenue objectives to the best of our ability. We look forward to benefit our organisation and celebrate joint successes through bonuses, incentives and other forms of reward schemes.

In addition, as we are remunerated with our pay and commission, it is thus our duty and obligation to perform and exceed expectations to contribute as required.

**Do we agree that we have a very important role to play?**



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## 4.2 Contribute to Customer

Our level of service starts when we introduce our company and products or services to each new prospect. We help customers make rational and informed decisions. Upon assuring them of our organization's offerings, we shall then deserve the order upon successfully competing against stiff competition.

Our customers depend on us to have their goods and services delivered on time and in good order, fulfilling the committed and promised specifications. Thus, we are also expected to ensure success for the end to end sales process.

There are occasions when suppliers fail the customers and cost them their jobs or businesses. Likewise, there are successful implementations with sound recommendation and consultation that have contributed to customer's promotion and success.

As such, we cannot underestimate our contribution to our customers at their personal career as well as their corporate functional level.

Every contribution counts, ranging from professional advice, timely delivery, seamless implementation and even achieving industry accolades for a project well done.

**How can we continuously add value to our customers?**



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## 4.3 Contribute to Family

We all work to make a living. Supporting ourselves financially if we are single helps offload our family and government. Our pet will also be dependent on us for survival.

If we are married, then of course we are expected to contribute to our family daily needs. There are endless bills such as mortgage, transportation, insurance, food, utilities, education fees and other expenses to pay for.

As the pressure of daily demands pushes us to work harder, it is imperative for us to incentivize and motivate ourselves to ensure that we sustain and enjoy our sales journey and career. This career can promise many financial rewards.

Holistic approach ranges from loving our profession, our customers, including the at-times-dreaded processes, with skill enablement for mastery over our job for success to contributing to those around us.

**Besides financial contribution, could we also contribute positive emotions, attitudes and energy to our loved ones?**



# 5 | CELEBRATE



Win & Loss

# 5. Celebrate Win & Loss

It is easy to celebrate when we close a deal, make a killing. But would we still celebrate when we lose? Yes, of course! It is the celebration even during defeat that keeps us going.

## **Celebration in Winning**

This does not need much elaboration. We all know how to celebrate in victories, right?

Enjoy the fruits of our labour with whoever we want to show gratitude to and to share the joy with.

Pop our champagne and celebrate!

## **Celebration in Losing**

Why do we celebrate when we lose a deal? Celebrate because we have put up a good fight!

We have a choice to sob over loss or celebrate for the lesson well learnt from it. Losing a battle does not mean losing a war!

If we have done our best in terms of price, strategy, positioning etc. and yet we still lose in the game, still celebrate because the team has put up a good fight. This will boost low morale.

Celebration signifies not just a closure of a failure but also the beginning of an anticipatory win from the lessons learnt. Cheer with those who have supported us throughout the journey, teammates and family. Just keep going.

Whatever form of celebration it may be, such as reflecting or just relaxing by the beach or eat our heart out or have a grumbling session, just close off the loop and start afresh!

Believe that greater things lie in tomorrow!

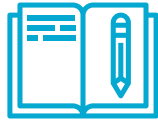






## **Love**

**Overcomes Challenges**



## **Learning**

**Helps Up The Game**



## **Serving**

**Brings Honour**



## **Contribution**

**Increases Value**



## **Celebration**

**Marks Closure**



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## Seeking Success?

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